February/ 1961

- *The PR program is under way*
- *Surface active agents*
- *The Candy Fiesta*
- *Point-of-purchase advertising*

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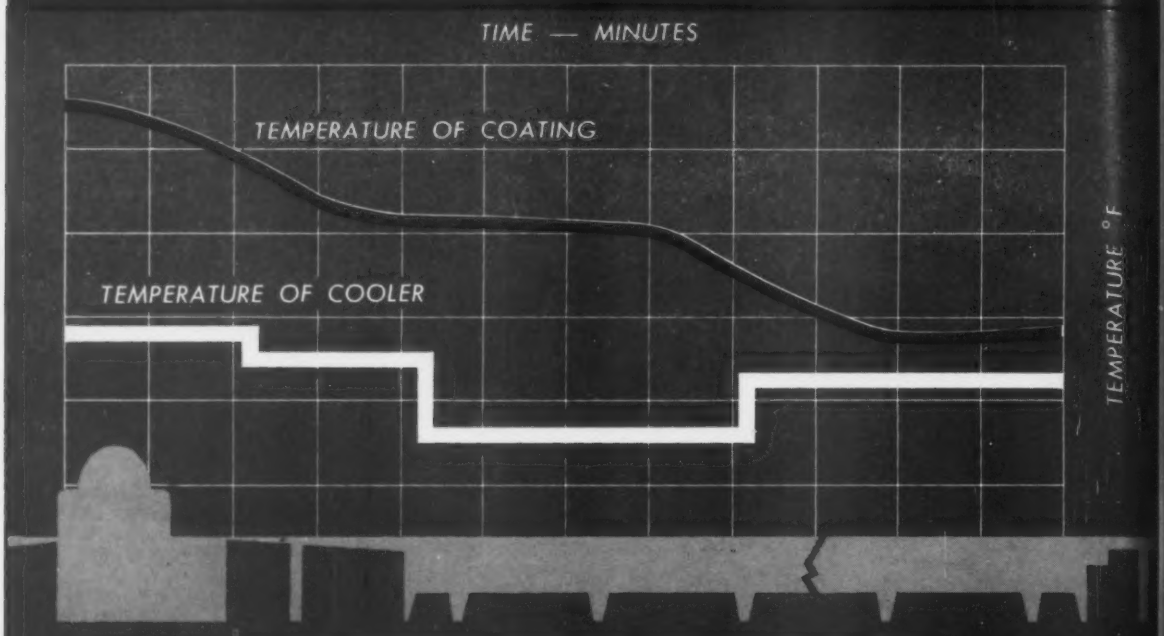
the Manufacturing Confectioner

specialized publication for confectionery manufacturers

GREER IDEAS

produce a better way...



Graph illustrates how Greer Multi-Zone Cooler matches the rate of cooling with the rate of crystallization to speed stable β crystal formation in chocolate cooling.

...the scientific basis of multi-zone cooling

A cooling system, to be truly efficient, should be adjustable to match the rate of crystallization that takes place during the hardening of the coating. It is a well-established fact that two sources of heat are liberated during the cooling process: (1) the sensible heat removed in lowering the temperature of the coating and (2) the latent heat of crystallization. Stable β crystals established in the Coater during the tempering process are uniformly dispersed in the coating at the start of the cooling process. As the centers move down the cooler, the temperature of the liquid cocoa butter or other fat should be dropped at a *controlled rate.* At a certain temperature the rate of crystallization will increase very rapidly. During this process, a considerable amount of latent heat is released, about 20 BTU per pound of chocolate of 30% butter fat.

It is obvious that if this traveling product could pass through a zone of much colder air, the rate of crystallization could progress more rapidly, thereby increasing the efficiency of the cooling cycle. This is now possible through the advanced design of the Greer Multi-Zone Cooler. The individual refrigeration coil and temperature control in each 8 foot section makes it possible to drop the temperature during this period of crystallization.

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Six minute cooling of chocolate coating
Three minute cooling of compound coating

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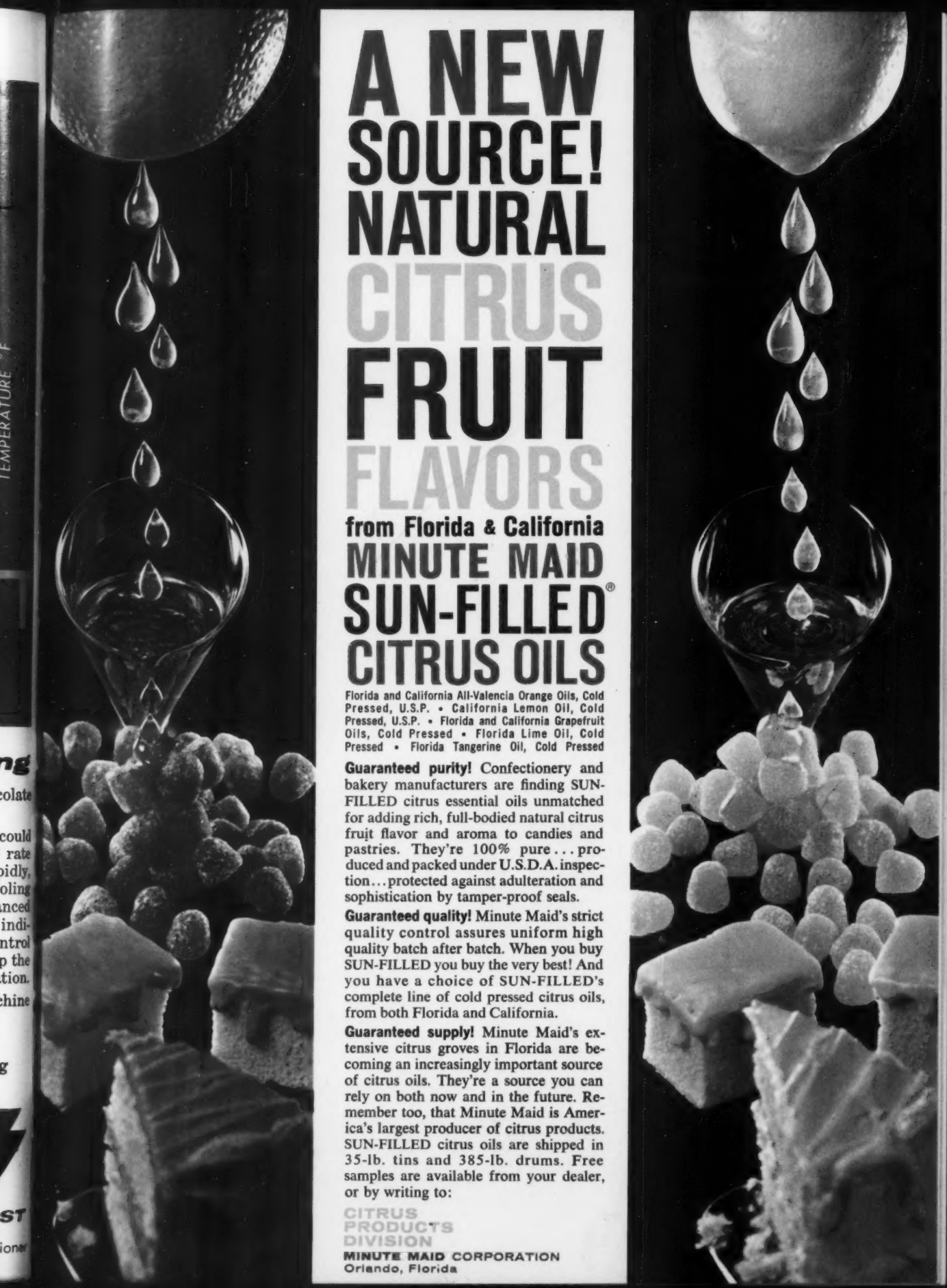
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Guaranteed quality! Minute Maid's strict quality control assures uniform high quality batch after batch. When you buy SUN-FILLED you buy the very best! And you have a choice of SUN-FILLED's complete line of cold pressed citrus oils, from both Florida and California.
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MINUTE MAID CORPORATION
Orlando, Florida

BUHLER

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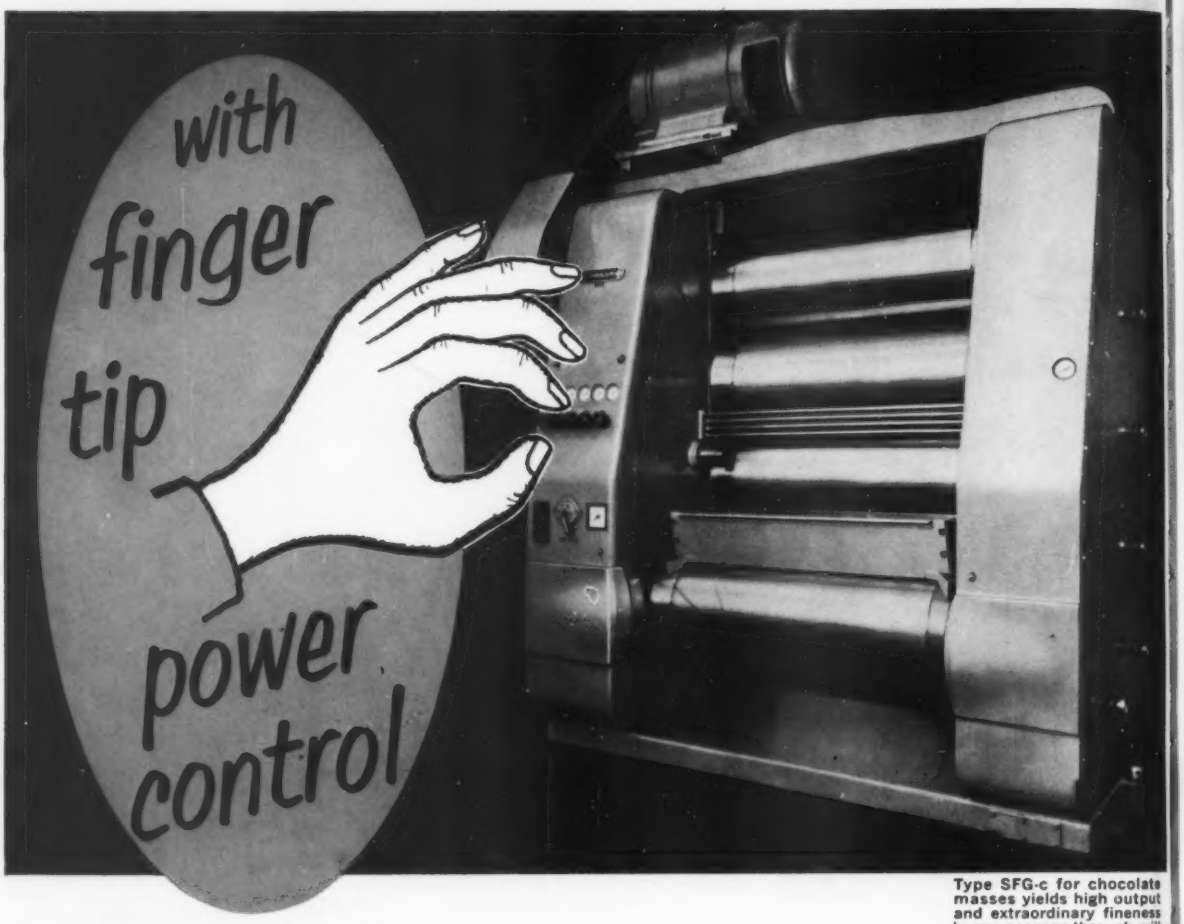

Type SFG-c for chocolate masses yields high output and extraordinary fineness in one passage through mill.

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Subsidiary of Sterling Drug Inc.

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Harold Hill is general manager of D. L. Clark

Harold H. Hill has been named executive vice president and general manager of the D. L. Clark Company, a branch of the grocery products division of Beatrice Foods Company. Prior to this appointment, Hill was general manager of the Evanston operations of D. L. Clark.

Ghana will market its own cocoa

Information regarding the arrangements for the marketing of cocoa in Accra instead of London was given by the Cocoa Marketing Board recently. A new company is to be formed in Accra to organize the sales there. It is envisaged that the cocoa company now operating in London will eventually be liquidated. All buying in Ghana, beginning the next season, will be in the hands of the Ghana Farmers' Marketing Cooperatives.

Harold Jeffery III president of Maud Muller

Harold Jeffery III has been made president of The Maud Muller Candy Company, Dayton, Ohio. Mr. Jeffery joined the company in 1958 and was made vice president in charge of sales in 1959. In July 1960 he became a director. His father, Harold Jeffery, Jr., moves from the presidency to chairman of the board.

Maud Muller has twenty retail outlets and also distributes its candy through selected supermarkets.

Whitman's fights price-cutting

Stephen F. Whitman & Son, Inc. has reiterated its firm stand in regard to supporting the fair trade retail prices of its candies. J. Harold Roth, vice president in charge of sales, reports that the company is encountering many more cases of price-cutting in recent months than it did a year ago. He reports that the company is responding vigorously to each report of price-cutting, and is using all available means to discover such activity and to take counter action.

November sales up 4%

November 1960 sales were up 4% over the figure for November 1959 and the cumulative eleven month figure was also up 4% over the same period of 1959. Package goods made to retail at one dollar or more a pound continued their upward spiral showing an 11% increase in value for eleven months of 1960 over eleven months of 1959 and a 14% increase in pounds.

Manufacturing retailers reported increases of 8% in sales for November 1960 over November 1959 while wholesalers showed a 4% increase and chocolate manufacturers reported sales up 6%.

Item	Estimated sales of current month and comparison		Estimated sales year to date	
	Nov. 1960 ($1,000)	Nov. 1960 from Nov. 1959	11 months 1960 ($1,000)	Percent change from 11 mo. 1959
Confectionery and competitive chocolate products, estimated total	126,589	+ 4	1,079,470	+ 4
BY KIND OF BUSINESS:				
Manufacturer-wholesalers	105,182	+ 4	871,024	+ 3
Manufacturer-retailers[1]	7,294	+ 8	63,352	+ 5
Chocolate manufacturers	14,113	+ 6	145,094	+ 6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES				
New England	11,928	+ 1	95,398	+ 3
Middle Atlantic	29,650	+ 8	258,907	+ 6
N. Y. and N. J.	16,268	+ 5	153,531	+ 2
Pa.	13,382	+13	105,376	+12
East North Central	36,333	+ 3	328,368	+ 1
Ill.	31,086	+ 5	289,657	([2])
Ohio and Ind.	3,707	−10	26,970	+22
Mich. and Wis.	1,540	−12	11,741	− 7
West North Central	6,357	([2])	39,216	+ 3
Minn., Kan., S. Dak., and Neb.	3,729	− 5	23,275	+ 5
Iowa and Mo.	2,628	+ 7	15,941	+ 1
South Atlantic	6,688	+ 6	44,518	+ 2
Md., D. of C., Va., W. Va., N. Car., and S. Car.	2,571	+11	18,801	+ 3
Ga. and Fla.	4,117	+ 3	25,717	+ 1
East South Central:				
Ky., Tenn., Ala., and Miss.	2,593	+ 2	19,869	− 4
West South Central:				
Ark., La., Okla., and Tex.	4,045	+ 4	26,164	+ 9
Mountain:				
Ariz., Colo., Idaho, N. Mex. and Utah	1,527	+ 4	9,619	([2])
Pacific	6,061	([2])	48,965	+ 1
Calif.	4,526	− 2	38,954	− 1
Wash. and Ore.	1,535	+ 7	10,011	+ 9

[1]Retailers with two or more outlets.
[2]Less than 0.5 percent change.

Type of product[1]	November 1960 Pounds (1,000)	November 1960 Value ($1,000)	First 11 months Pounds (1,000) 1960	Percent change from 1959	First 11 months Value ($1,000) 1960	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS	132,218	57,339	1,264,648	+ 3	513,123	+ 2
Package goods made to retail at:						
$1 or more per lb.	9,703	10,436	45,624	+14	49,416	+11
$.50 to $.99 per lb.	17,205	8,831	119,064	+ 4	61,866	+ 2
Less than $.50 per lb.	23,952	6,752	200,372	− 5	53,776	− 5
Bar goods	49,229	20,079	555,946	+ 2	226,824	− 1
5¢ and 10¢ specialties	12,186	5,565	147,170	+ 4	66,010	+ 6
Bulk goods[2]	19,943	5,676	196,472	+ 8	55,231	+ 9

[1]Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.
[2]Includes penny goods.

Data from monthly *"Current Industrial Reports"* of the U. S. Department of Commerce.

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2 CM 2000 Moguls replace 4 starch moulding units at Moirs Limited

You require savings like this...at a time when all costs are rising!

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December 28, 1960

Mr. Herman Greenberg, President,
National Equipment Corporation,
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Dear Mr. Greenberg:

Our answer to recent enquiries about our experience with our new CM 2000 Mogul and its year old companion has been that these two Moguls are producing substantially more centers than the four which they replaced, the four consisting of two AD Woods and two from abroad, all four being postwar machines.

The performance of the CM 2000 Moguls has fully confirmed your promise of accurate uniform weights, practically no tailings, excellent cleaning of centers and reliable operation.

In a few words, the results have proved that we made the right decision in re-ordering National Equipment Corporation Moguls and we are enthusiastic about their operation.

With kind regards,

Yours very truly,

J. D. Fraser

J. D. Fraser,
Assistant General Manager,
Moirs Limited.

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J. D. Fraser,
Assistant General Manager,
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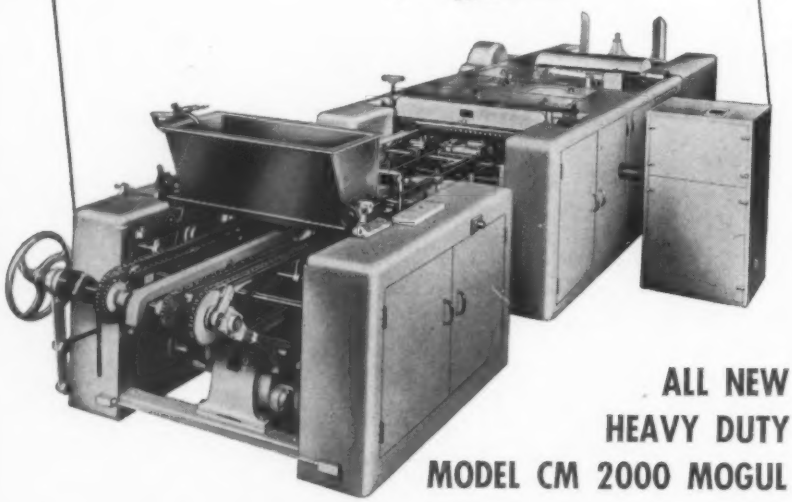
"The performance of the CM 2000 Mogu has fully confirmed your promise accurate uniform weights, practically tailings, excellent cleaning of cente and reliable operation."



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- Pinpoint detail in moulding.
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National Equipment will assist you to get the Model CM 2000 Mogul NOW, when you need it most! You can pay for this new Mogul over a period of time during which the savings you earn will cover your payments.

DON'T DELAY!

Our engineers will be happy to visit your plant and assist you in planning how to integrate a CM 2000 Mogul with your manufacturing operations for greater profits. No obligation.

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163-167 North May St.
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312—SEely 3-7845

Revolutionary new corn starch separation process

A process for separating the amylose and amylopectin fractions of corn starch in commercial quantities has been announced by the A. E. Staley Manufacturing Company. This development has been awaited by starch users for many years, as a possible method of producing tailor-made starches much better adapted to the specific needs of the users.

In candy manufacturing, the major use of starch is in gum candies as a jelling agent. Ordinary starch contains only about 25% amylose, which is the fraction which accounts for the jelling effect of starch. A pure amylose fraction of starch holds out the promise of reducing the quantity of starch required substantially, and perhaps reducing the jelling time enough to make possible a continuous starch gum production unit.

Staley reports that the process is now in the pilot plant stage, though complete commercial production of these two fractions is reported to be awaiting a considerable amount of further development work.

PMCA research to receive modern vacuum kettle

The Research Committee of the Pennsylvania Manufacturing Confectioners Association has announced that a specially-designed and constructed laboratory vacuum kettle with mixer will soon be delivered to the research laboratories at Franklin & Marshall College.

This equipment is being provided through the courtesy of the Otto Haensel, Junior, Machine Company of Hannover, Germany. The design of this new kettle was done by Mr. William Duck, director of the PMCA research project, in cooperation with the engineers of the Otto Haensel Company.

The PMCA research committee has expressed its hopes that additional modern equipment may be made available to the research committee for its work on candy and chocolate research.

Sugar-syrup blends made in Wisconsin

Liquid Sugars, Inc. has started operations in Watertown, Wisconsin, providing customers with blends of sugar and corn syrup. This firm is a joint venture of Amalgamated Sugar Company and Penick & Ford, together with Specialty Foods, Inc. Specialty Foods is a Watertown firm formed for this purpose. Various blends of syrup and sugar will be available in truck loads and in unit containers.

W. A. Goelitz dies

W. A. Goelitz, president of the Goelitz Confectionery Company, died January 24th. Mr. Goelitz had been active in the candy business for over forty years.

See's announces record sales

See's Candy Shops, in its first report since becoming a public company, announced that sales and earnings have broken all records for the firm. Sales for the firm totaled $16,000,000, up 7%, and earnings were $811,000, up 8%. Expansion of stores and in production facilities is under way.

Executive changes at Stevens

Daniel P. Haerther has been elected vice president and secretary of Stevens Candy Kitchens, Inc. He joined Stevens in 1959 as treasurer. E. E. Padderud was promoted to the position of treasurer and continues as comptroller.

Ed Heinz to speak to AACT

The Southeastern section of the American Association of Candy Technologists will hear Edward N. Heinz, Jr., president of the AACT, on the topic "A fresh look into the flavoring and coloring of foods and food products."

The meeting is to be held on February 24th, at the Druid Hills Country Club in Atlanta, Georgia.

Armin N. Schaper, (left) vice president, Delson Candy Co., member of the board of directors of the National Confectioners Association and chairman of the special NCA product insignia committee and Douglas S. Steinberg, president of NCA, display a giant version of the emblem which member companies will soon be using on their packaging, letterheads, advertisements, and promotions. NCA plans to identify this symbol as a sign of a quality product in the mind of the consumer. Selection of the seal was made by the Association's board of directors and the design was done by Gerald Stahl Associates, New York City.

Trick for a Lasting treat
SORBO* sorcery preserves the fresh-from-the-mold eye appeal of your glazed butter cream novelties—keeps candy corn looking corny, candy peaches peachy. SORBO is a superior conditioning ingredient which retards hardening and sugar bloom.
Because SORBO gives your glazed butter creams longer, brighter shelf-life, you can work further ahead of busy seasons, smoothing out production peaks and cutting overtime costs. Write to us for data and samples. **Food Industry Dept., Atlas Powder Company, Wilmington 99, Delaware.**
*SORBO®—Atlas sorbitol solution

tioner

The sweet and the sour

We read in "Ghana Today", published by the Ghanian government in London, that the stabilization fund held by the Cocoa Marketing Board of Ghana stands at about $123,000,000. With other reserves total resources of the board are over $200,000,000. Considering the prices that have been prevailing recently, it is good to know that these accumulated funds are available to soften the effect of the steep decline in cocoa prices on the Ghana farmers.

We sincerely hope that these reserves are not seriously depleted in the coming months. The consuming countries, of which the U.S. is the biggest, cannot feel that a market price that drains these reserves is a good one in the long run. We have yet to talk to a chocolate refiner who does not hope that prices will recover to the 25¢ to 27¢ range quickly. They know that the result of 22¢ cocoa, maintained for any sustained period, must be some type of price support by producing countries. The only sure way to forestall such a move is to stimulate consumption to the point that increased demand will push the price up to the afore mentioned range.

If a free market in cocoa is to prevail, it behooves the buying and consuming industries to stimulate consumption by every available means. Under present supply conditions, this course of action is to the long range interests of both producers and consumers. ***SEA***

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Hyfoama D.S. is also preferred because of its cost, since 1 pound of Hyfoama D.S. replaces at least 2 pounds of egg albumen.

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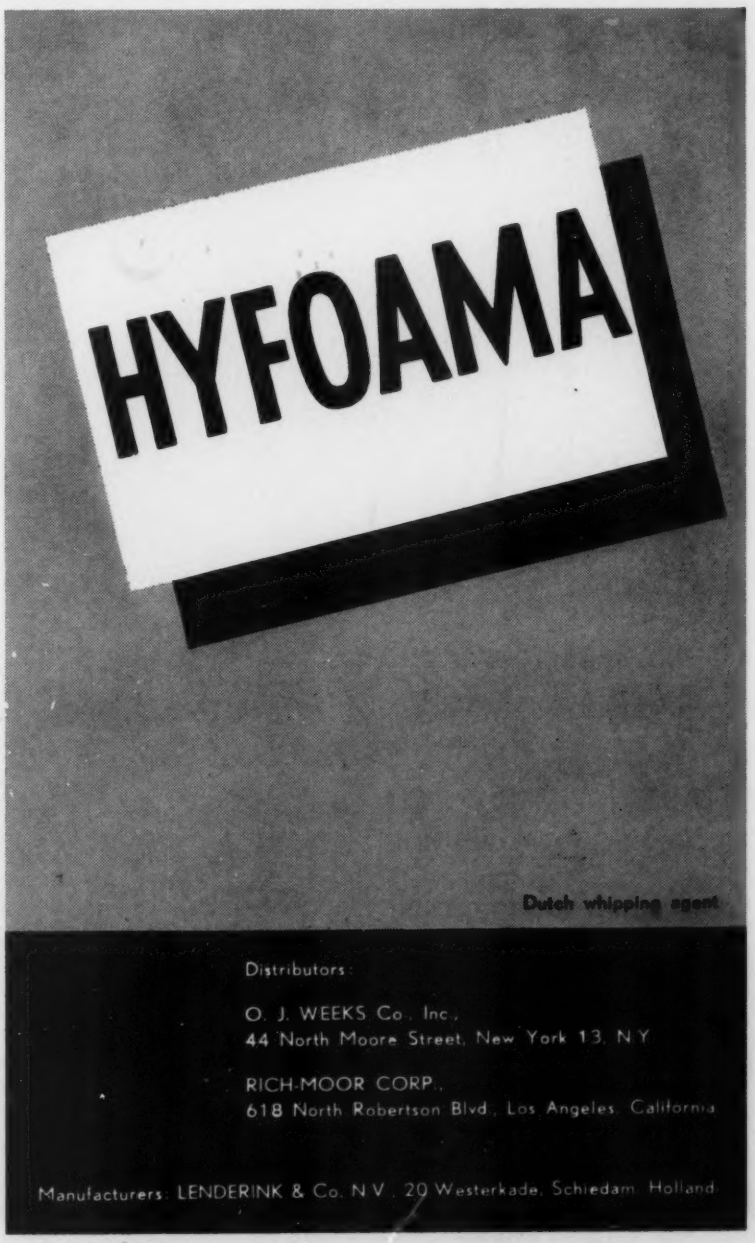
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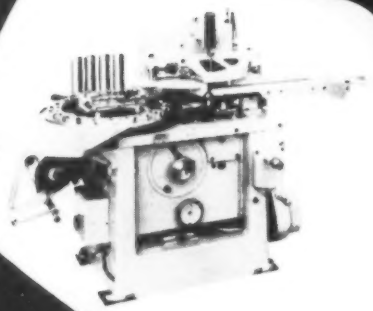

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Winning new customers depends on how your candy product rated on the *first try*. Candy critics (especially small fry) are quick to discover the try-me-again qualities of candies made with CLINTON products. CLINTON starches and CLINTOSE brand dextrose help your candies make new friends and keep steady customers. Start building new repeat sales by using CLINTON products.

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Contents

February, 1961 Volume XLI—Number 2
Edited and Published in Chicago
The Candy Manufacturing Center of the World

The PR program is under way
The goal of $250,000 has been subscribed, and the Candy, Chocolate and Confectionery Institute is readying a strong spring and summer program. 25

Surface active agents in confections
The author describes the growing role of surfactants in candy-making, then tells of the new developments in this field.
.....William Knightly 29

The Candy Fiesta
The business and social program of the 1961 Western Candy Conference. 35

How point-of-purchase materials can move candy in food stores
Advertising at the point of sale is obviously the most valuable and fruitful of all promotion for an item with a high impulse factor. 37

Colored cartons for Williamson
After a trial with brightly colored shipping cartons in 1959, Williamson found that better warehousing and promotion well repaid their higher cost. 43

SBA loans
The Small Business Administration is set up to provide small businesses with equity capital, to fill a need where private financing is unavailable. 59

How to make your store an eye-stopper
Part of a continuing series of articles on retail candy store merchandising. .....Raymond Lane 69

Weekend-Special
Coconut Royals. .....William Mangels 77

Sweet & Sour 11
New Packages 46
New Products 50
Newsmakers 51
Broker Appointments 53
Brokers 58
The Candy Clinic 65
Classified Ads 79
Advertiser's Index 80

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New Permagloss conveyor belting costs less, lasts longer, outperforms them all!

PERMAGLOSS PLASTIC BELTING is rapidly replacing other materials on food and candy conveyor lines. And it's rapidly changing today's standards of belting performance. Here's why:

1. COSTS LESS! Permagloss costs less initially than almost any other belting. Needs no maintenance except wiping. Requires least down-time of all belts.

2. LASTS LONGER! Permagloss is a recently perfected union of DuPont Mylar® and Firestone Vinyl. It will not embrittle, crack or craze. It is dimensionally stable, unaffected by temperatures from 0° to 275° F. Has good abrasion resistance and tear strength. Lasts for *years*.

3. OUTPERFORMS THEM ALL! The Permagloss carrying surface is completely resistant to oils, greases, fats, solvents, moisture, acids (except nitric) and alkalis (except ammonium hydroxide). It is unmatched in sanitation. Remains tasteless and odorless. Has a mirror-smooth top surface for excellent release. Allows fast heat transfer — faster than cotton — ideal for cooling tunnels.

Permagloss belting can be altered on the machine to make a longer or shorter conveyor quickly and easily by your own maintenance man. Splicing is simple, quick and permanently strong.

We'll be glad to send you a sample of Permagloss belting. Along with the sample will come complete information and the address of your nearest Permagloss distributor.

TYPICAL USERS' COMMENTS

"Permagloss conveyor belting cut our labor costs 50%, thanks to unfailing, 'fall-off' release." Duffey Sausage Company, Carrollton, Ga. (Meat specialties)

"Our Permagloss cooling tunnel belt is still going strong after more than two years of daily use." Leon Sherman, Manager, S. Zitner Company, Philadelphia, Pa. (Manufacturing confectioner)

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This is no place to skimp! When just an ounce or two of lemon oil can glorify—or ruin—a hundred-pound batch of your candy, why gamble?

Insist on the one and only lemon oil that is always made from California's best lemons. It's guaranteed uniform—full flavor—and packed in tamper-proof containers by the Sunkist Growers—*Exchange Brand Lemon Oil, U.S.P.*

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Products Sales Department, Ontario, California

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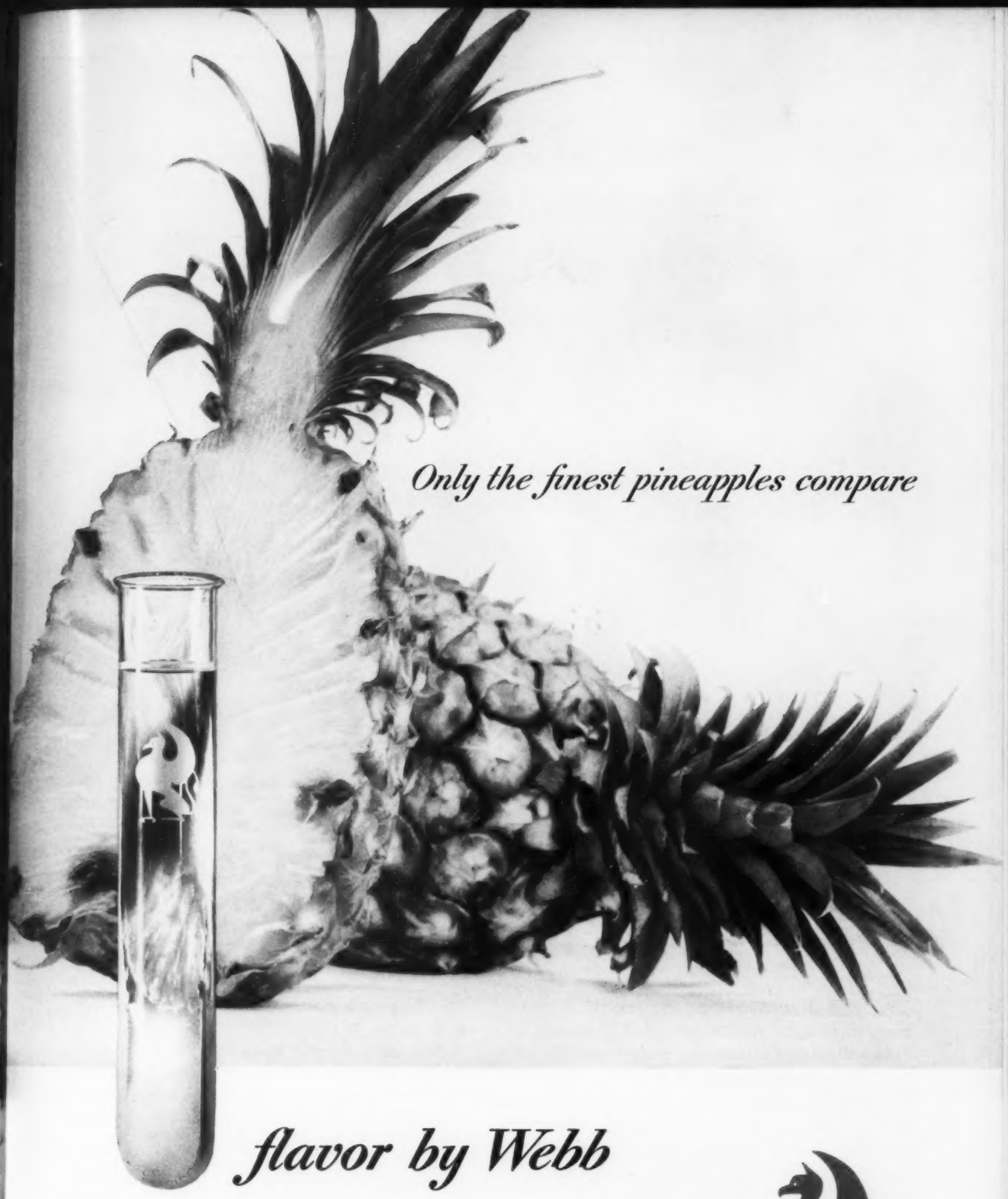
Exchange Brand Lemon Oil is distributed in the U.S. by Dodge & Olcott, Inc.; Fritzsche Brothers, Inc.; Ungerer & Cc



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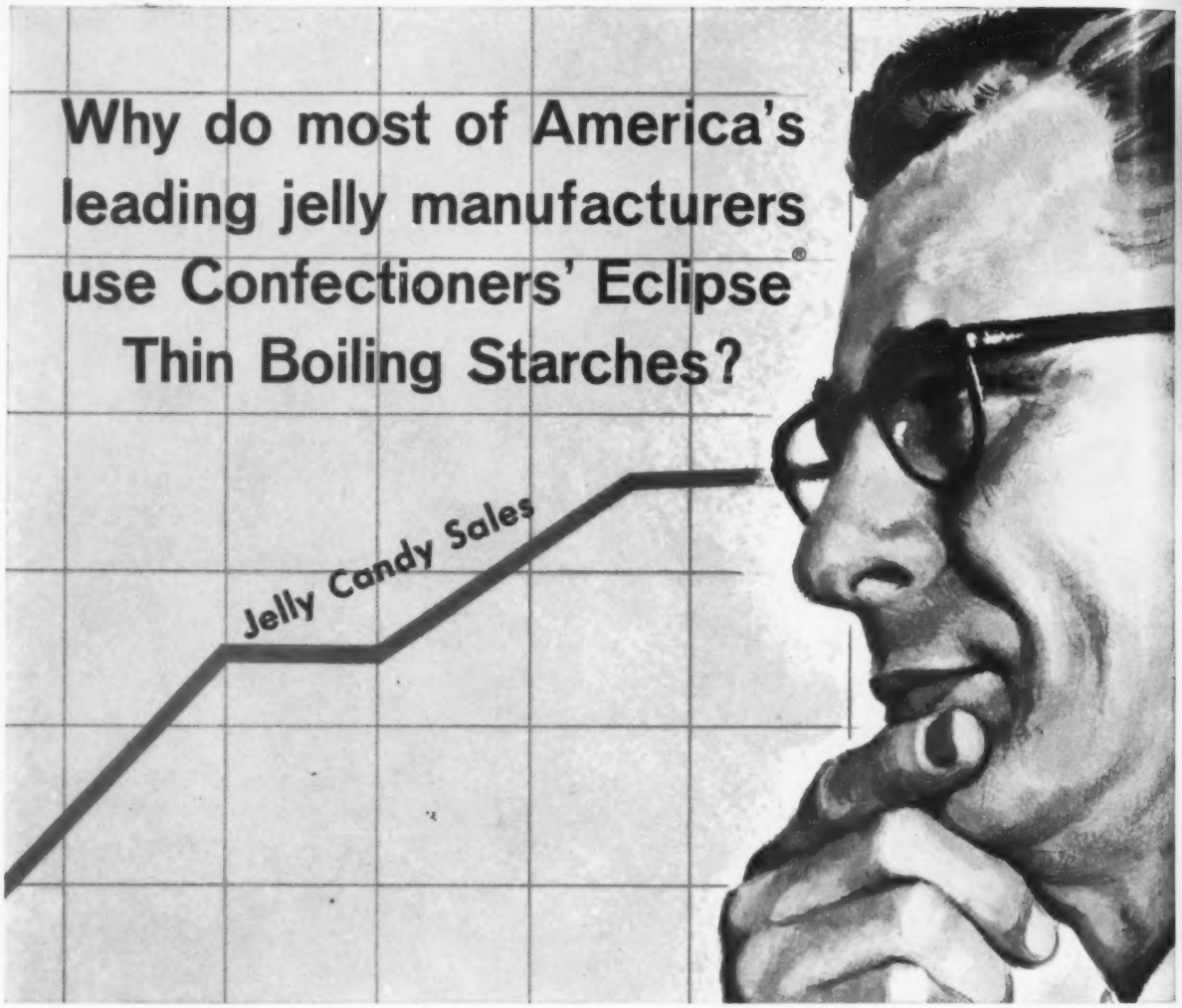
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Jelly Candy Sales

It's Simple! Candy men tell us Eclipse® performs better!

Unsurpassed uniform quality, just-right tenderness, exceptional clarity, remarkably smooth texture—these are the characteristics consumers want most in gums and jellies.

That's why leading jelly manufacturers use Staley's Eclipse Thin Boiling Starches. They know there's no surer, more economical way to incorporate these customer-winning qualities in *their* candies.

They know, too, they can always depend on Eclipse to give the same fine results every time. Thanks to its high degree of uniformity—they can consistently produce jelly candies that are never tough—never cloudy—never rubbery—but always with the appearance and eating qualities that keep customers reaching for their brand again and again.

For the complete story on how Eclipse Thin Boiling Starches can improve your starch jellies and for information about Staley's complete line of confectioners' starches, see your Staley Representative or write to:

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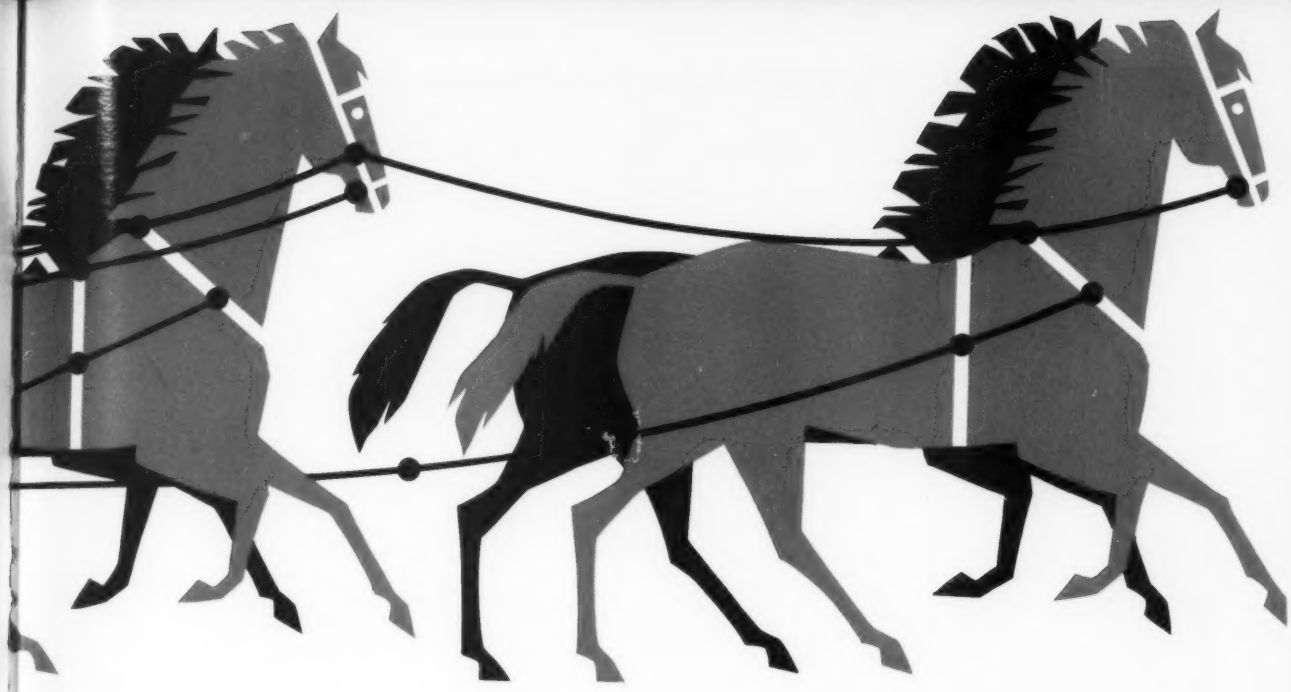

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Every production process requires the same: all individual units of a complete plant must be scaled to one another to achieve maximum production.
We build complete production lines for the manufacture of hard candies. Each individual machine has been designed for the maximum output in a certain production line. Here we show the fully automatic. »Uniplast« Plant for the manufacture of highly filled seamless candies.

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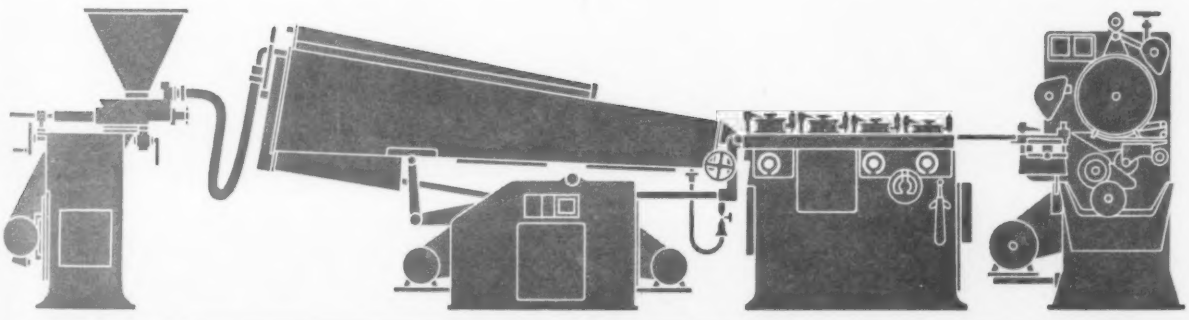

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"I wish I had a white pony, ballet slippers, a baby sister..."

"Well, anyway, I can have some candy!"

Candies belong to the fun foods of a nation. Brightly colored for the most part and brilliantly sweet, they make their appeal to child and adult. But to their common sweetness must be added a more important ingredient... brilliant flavor! May we recommend D&O?

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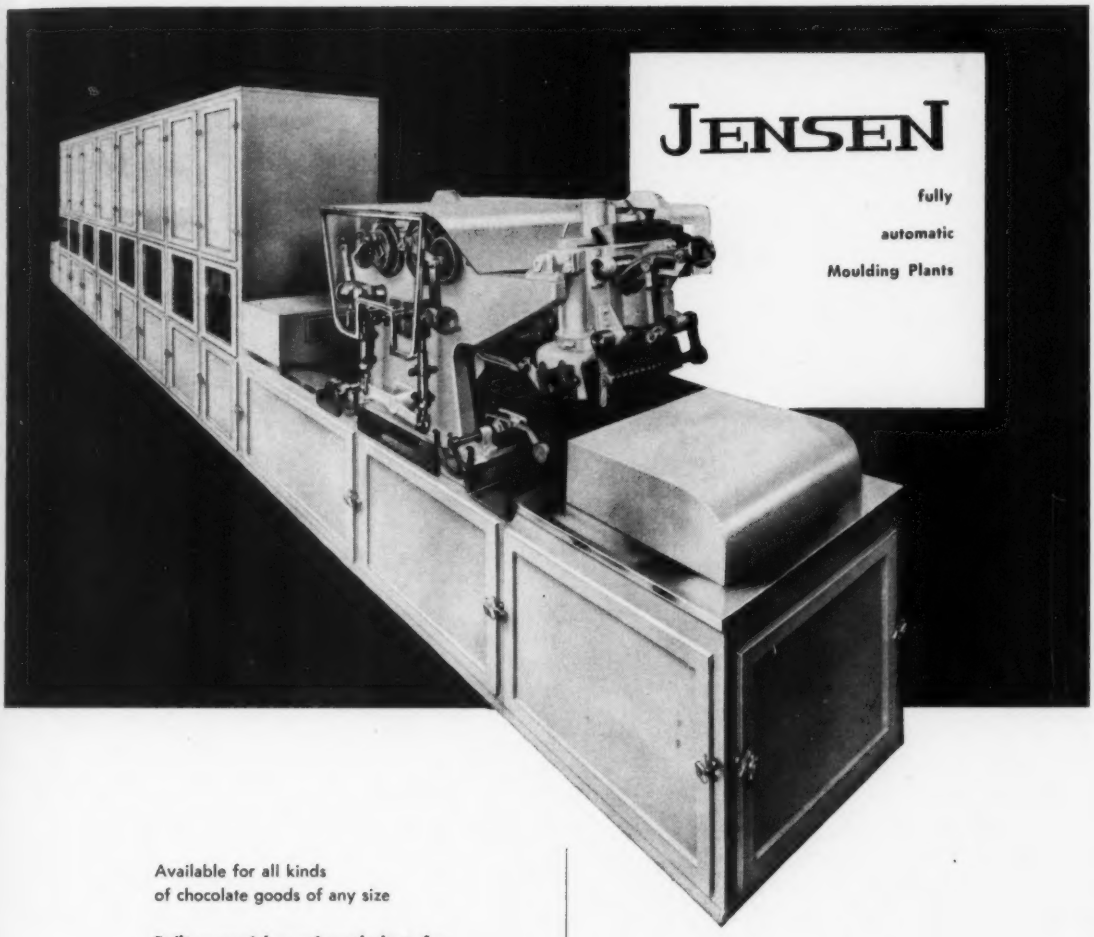

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which was constructed with continuously
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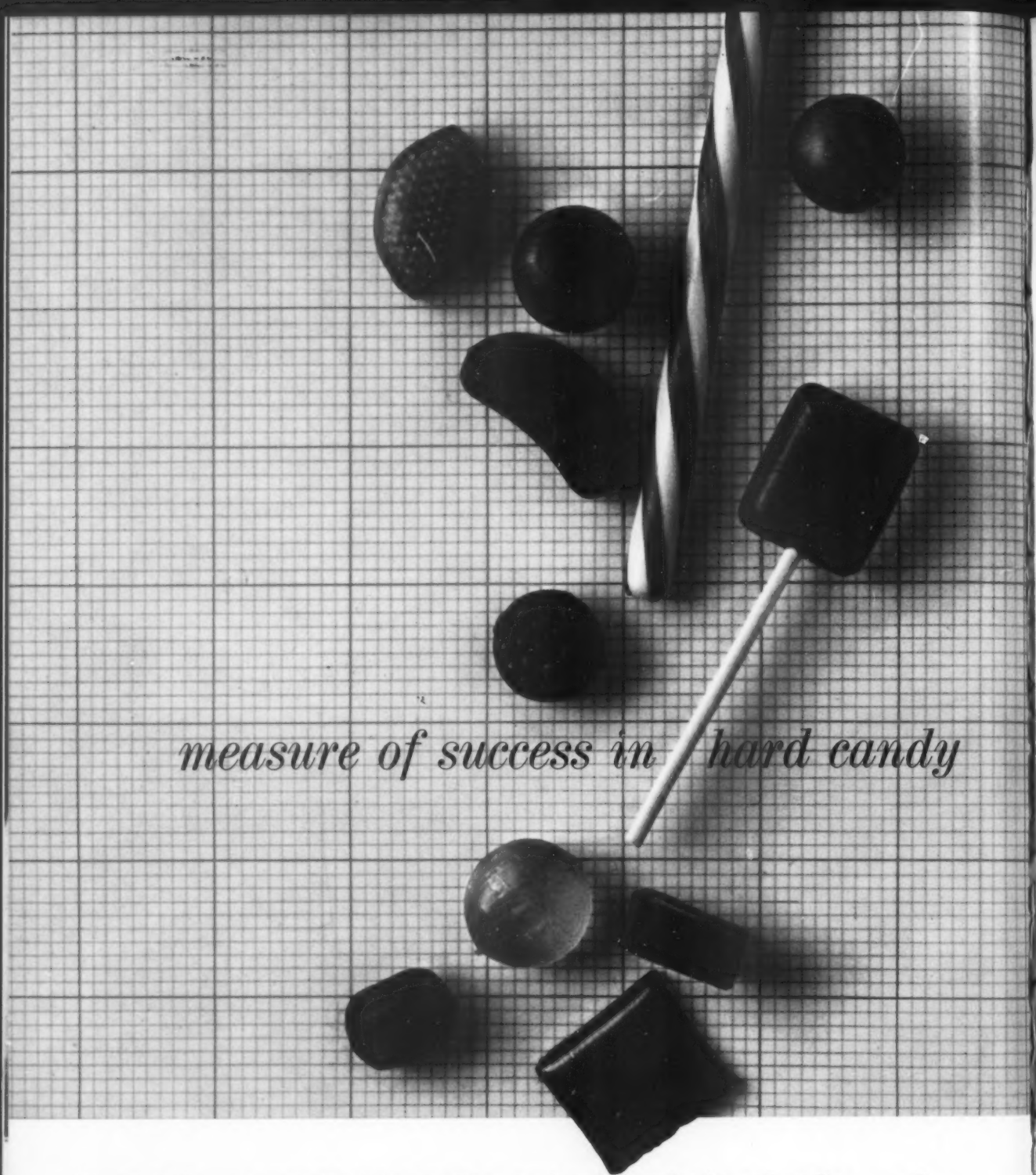
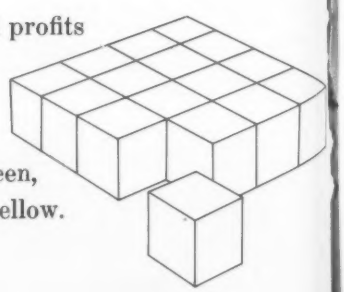


Atlas Self-Measuring Certified Color Cubes are boosting production and profits for more and more hard candy manufacturers every year. Exact, consistent, dependable, Atlas Cubes give you foolproof quality and cost controls, faster, more uniform production. One cube colors a 35 pound batch, one pound colors 4500 pounds of hard candy. Prepared for immediate use in green, orange, grape, rose pink, chocolate brown, molasses brown, striping red, and yellow.



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The public relations program is underway! This is the most important fact of 1961 to the candy industry, and its potential importance transcends anything that has happened to the industry within the last dozen years.

On the following three pages is a resume' of the thinking behind this program, together with a brief outline of its projected scope.

At this stage, with the pledge goal reached and the program getting organized and underway, it is not the time to sit back with the feeling that "we have done our part". We are all part of this program and part of this industry, and the effectiveness of our dollars will depend to a great extent on how much personal interest and support we give to the program as it develops.

The "soaring sixties" will materialize *only* for those companies with the wit and industry to build on the solid foundation that this public relations program will provide.

A Public Relations Program

For The Candy, Chocolate and Confectionery Institute

A presentation by Theo. R. Sills & Company—public relations counsel

1939 to 1959
Population—up 35%
Candy sales—up 36%

We think that the problems of the industry can best be summed up by taking a look at consumption trends during the past 20 years of several other items which, like candy, depend on discretionary spending for their sales.

In the past 20 years the U.S. population has gone up 35 per cent. In this same period the total cases of carbonated beverages sold per year has increased 207 per cent. Cigarettes, despite the health scare, have increased by 144 per cent. Distilled spirits have enjoyed a 79 per cent boost. Flowers sold at retail have gone up 40 per cent.

For candy, the increase in tonnage sold has been only 36 per cent. Candy's gains have merely been the gains of the population while other discretionary items have boomed.

Why?
Product quality?
Sales Effort?
Packaging?
Pricing?

Why has candy consumption lagged? What are the reasons?

Can it be product quality? We don't believe so. We feel the industry's research and technology has resulted in better merchandise generally. Production methods have improved purity. Candy makers constantly strive to achieve the utmost in appeal.

Can it be blamed on lack of sales effort? We doubt it. The industry has constantly developed new items to meet every conceivable subtlety of the public's taste. Channels of distribution—particularly in the supermarket and vending areas have broadened widely. The consumer has many more opportunities to buy candy than he did 20 years ago.

Can it be blamed on packaging? We don't think so. The industry has been as aggressive in this area as most other food groups. By and large, wrappers and boxes are clean and modern in appearance.

Can it be blamed on pricing? We feel that retail candy prices have held the line as well as most consumer goods and better than many during the inflationary spirals of the past two decades.

The Reasons:
Negative information
Changing social patterns

We believe the reasons for candy's failure to make better gains are twofold. First of all the public is constantly bombarded with negative information about candy.

And secondly we must recognize that social patterns are constantly in a state of change. Unfortunately, in recent years a number of these changes have adversely affected candy.

Negative information:
About Calories

Let's look at the negative information factor. Medical reports keep us in a constant state of fear about being overweight. We regularly hear reports on the role of sweets in overweight. People who want sweets desperately shy away from them. People are building up deep seated guilt complexes about candy. Today even youngsters will say when offered candy: "I'd love some but I shouldn't."

Negative information: About caries

Candy is considered a prime enemy in the war against cavities and other tooth decay. When we sit in our dentist's chair we are lectured. When dental meetings are held we are lectured through the press which covers these meetings. When we receive our dentists' bills we often also receive pamphlets which are supplied free to dentists from various suppliers and these pamphlets often damn candy, chocolate and other sweets. There are few dentists who bother to tell you that if you practiced sound oral hygiene such as regular brushing of teeth, you could enjoy the many benefits of candy without harm to your teeth.

Changing social patterns: Candy as a gift is declining

Candy was once a traditional gift from husband to wife, from sweetheart to sweetheart, from guest to hostess, from visitor to patient. It was a general symbol of affection and gratitude. While it's still an important gift item, it now competes for popularity with such things as books, flowers, records, whiskey, imported foods. Candy is no longer the "just right" gift for any occasion.

Changing social patterns: More drinking in the home

To many people, drinks served in the home are the mark of sophistication. This is only a natural attitude because we are constantly exposed to the idea. The people in our movies and television, our legitimate shows, always seem to be offering each other drinks. The people on the society pages of our newspapers and magazines more often than not have a drink in their hand. It's taken a long time but we have been taught that drinking is the smart thing to do.

Changing social patterns: Less use of candy in entertaining

There was a time when every hostess included a selection of candy at her dinner parties. She did not consider her parlor really set for entertaining unless candy was available. Today candy is often completely forgotten and almost always takes a back seat to such things as cigarettes.

Changing social patterns: Competition of many snack items, all strongly promoted

Today we are in a fast food or snack age. Candy, by all rights, should be the pre-eminent item in this market. But the competition is keen. The consumer is bombarded by promotions for ice cream, soft drinks, hot dogs, cookies, hamburgers, beer, potato chips, pizza, and other items. These product are achieving excellent inroads through public relations channels. New ways of serving hot dogs and hamburgers pop up in magazine and newspaper food sections. Ideas for soft drink and potato chip dip parties abound. The ice cream industry is extremely active in the publicity area.

And it should be pointed out that these products are often no less caloric than candy and that they do not have candy's energy-giving qualities.

Candies assets:
People physically crave it
People emotionally crave it

Candy has many real assets. And these can be grouped under two main headings. First of all people physically crave candy. Our physical make-up, our metabolism requires us to consume a certain quantity of sweets. Our systems need these sweets for energy as well as for a sensual gratification.

Secondly, people emotionally crave candy. Motivation studies demonstrate that we equate candy with the good things in our childhood. Candy is a symbol of happiness. As children we were permitted candy when we were good and denied it when we were bad. The good times were the happy times. It should be pointed out that this emotional attitude toward candy is not necessarily permanent. In our childhood candy was related to the good things. That is not the case today. Our children are being brought up to shun candy and unless appropriate steps are taken by the industry the emotional factor will be lost in future generations.

People need:
Only the reasons to let them enjoy candy

The fact that people still crave candy makes it possible to achieve through public relations the goals the industry desires. The public wants to enjoy candy. It simply is waiting for the reasons which will permit it to do so. These are the reasons which will free the consumer from his guilt feeling, from the attitude that he is hurting himself by eating candy.

We firmly belive that the good things, the positive factors about candy, far outweigh the negative information. The problem has been that while the negative information has been aggressively broadcast throughout the country, the positive factors have not had their day in court.

All possible communicating methods will be used

We will apply every communications technique to repeatedly get the positive factors about candy to all segments of the buying public. Any public relations program requires a constant repetition of the message in order to be effective. Our method would be to drive home candy's positive story time after time after time in every available media. Our message would be candy as an ideal dessert, an energy-giving food, a nutritious food, a diet aid, a perfect gift, an aid to entertaining, a symbol of affection, a delicious food, a healthy food, a wholesome food.

The seven parts of the program

The program can be broken down into seven parts. A consumer information program which will be the basic publicity effort; a program of special promotions and merchandising which will include publicity and merchandising activities built around special events; a school and professional program which will take our message into the school rooms where it will be exposed to youngsters in their formative years; a program of trade publicity which is designed to achieve greater interest in candy on the part of retailers of all types; a research program to be conducted as a pilot project; tie-in promotions with other industries and firms which will vastly broaden our publicity penetration beyond our own budget, and a member relations program which involves reporting on the public relations program within the candy, chocolate and confectionery industry to keep those in the industry alert to the program and active in it.

Surface Active Agents;

Their Function and Application in Confections

By William H. Knightly
Atlas Powder Company

Surface active agents have been used intentionally in foods since the early 1930's. They have, of course, been used unintentionally since the recording of food history. The use of eggs in the manufacture of ice cream and in baking is an example of the latter. Eggs, of course, are rich in phospholipids such as the lecithins, which are chemically similar to the monoglycerides. The ice cream manufacturer or baker of 50 years ago, while he did not understand the chemistry of the process, knew from his skill in the art that ice cream whipped better, had a finer texture and body and came from the freezer drier and stiffer; or that his cakes had better volume, finer texture and longer shelf life when ample quantities of eggs were used.

The food processor of 50 years ago felt little need to understand the chemistry and technology of the ingredients he used. His problems differed vastly from those of the processor of today. Demands for uniformity were not as great as they are today and, because of the limited radius within which the processor shipped his product, neither were shelf life demands.

Quality control 50 years ago consisted for the most part of buying from trusted sources, and while still a good policy, it is not sufficient for today's processing. With the rapid disappearance of the artist skilled in making adjustments to compensate for variation in raw materials, and a concurrent increase in automation, it is more important now than ever before that incoming raw materials be of uniform quality.

With increased automation and changes in marketing procedures, have come more narrow profit margins. Only a skillfully managed, highly efficient organization can long exist under such circumstances.

Quality must be maintained because a more sophisticated American consumer demands it. I believe the trends in wine buying are reflective of trends in the food industry as a whole. Only a few years ago, the typical package store carried only a few brands of the common wines, such as Port, Sherry, and Muscatel. Today, even small neighborhood package stores are carrying vintage wines from the great vineyards, both domestic and foreign. While the American consumer has learned to differentiate, he still demands this quality at the lowest possible price and will shop until he finds it.

Types of Surface Active Agents Used in Foods

Because most natural sources of surface active agents are relatively expensive per pound of active surfactant, because they are variable in their content per unit weight of surfactant, and because they frequently cannot be modified to produce specific desirable effects, synthetically manufactured surfactants are often the preferred source. Chemically manufactured surface active agents are uniform in performance if sufficient care is exercised in their manufacture; they can be modified to produce desirable specific effects, and, last but not least, they are usually far more economical to use than the natural sources.

The most common surfactants used in food manufacture today are the glycerol monostearates. The earliest reference to their use in foods which I can find in literature is 1933. In this year, Roth (1) published on their use in ice cream, and Bailey (2) indicates that commercial shortenings containing glycerol monostearate first appeared during this year. These shortenings were known and are known today as "high ratio" shortenings, because they enabled the baker to incorporate a higher ratio of sugar to fat in his cakes.

Approximately 41 million pounds of glycerol monostearate are used annually in bread. This large market has developed since 1947, when Schoch and

Talk before the Chicago Section, American Association of Candy Technologists, January 17, 1961

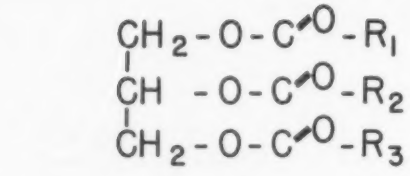

Figure A

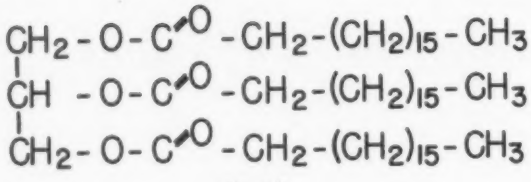

Figure B

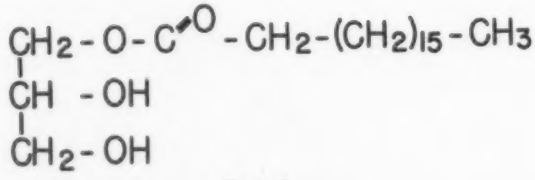

Figure C

French (3) published their work on the inhibition of bread staling.

The glycerol monostearates have been used in chewing gum for many years to prevent the gum from sticking to the teeth. More recently, surface active agents, including the glycerol monostearates, have been used in caramels and nougats to prevent both sticking to the teeth and wrapper sticking.

Other surfactants, such as the sorbitan fatty acid esters, the ethoxylated sorbitan fatty acid esters and the acetylated tartaric acid esters of monoglycerides have been used to retard bloom formation and improve the palatability of high melting confectioners coatings, sometimes referred to as summer coatings.

Lecithin has been used as a viscosity controllant in chocolate, as a slab release, and in other applications.

Before we take up the matter of the application or use of the aforementioned surfactants in confectionery technology, let us consider briefly their manufacture.

The glycerol monoesters are the least complex of the surface active agents. Only the soaps, the metallic salts of the fatty acids are as simple chemically.

The glycerol monoesters are related to fats and oils and are structurally similar to them. The monoglycerides are found naturally occurring in unrefined fats and oils and in fat-bearing products such as milk. Fats and oils are essentially triglycerides, but contain some diglyceride as well as the monoester. The triglyceride is depicted by the formula shown in Figure A.

"R" may be any one of the many fatty acids, most commonly stearic, palmitic or oleic. If "R" is the same on all carbons, we have a simple triglyceride. The formula for tristearin, an example of a simple triglyceride, is shown in the formula in Figure B.

If the fatty acids are different, we have a mixed triglyceride. Two oleodistearin found in cocoa butter is an example. It has the mono-unsaturated oleic acid on the middle carbon in place of the stearic acid in the previous formula.

The monoester is simply a glyceride in which only one of the hydroxyl groups of glycerol has been substituted with a fatty acid. Glycerol monostearate is depicted in the formula shown in Figure C. This formula shows the alpha form of the ester in which the fatty acid is esterified at the alpha or end carbon. If the hydroxyl on the second or middle carbon is substituted, we have the beta form. It is probable that both alpha and beta monoglycerides function equally from the standpoint of surface activity.

We might mention here that the term "glycerol monostearate," as applied to the product of commerce, is in most cases a misnomer. The product of commerce known as glycerol monostearate is derived from natural fats and oils, either hydrogenated or non-hydrogenated. This product frequently contains more palmitic than stearic acid and a significant amount of oleic acid, if unhydrogenated.

Manufacture

The monoglycerides may be produced by any of several methods. Perhaps the most common commercial reaction is that of transesterification, or glycerolysis, in which the fat of the desired composition is reacted with glycerin in the presence of heat and catalyst. With proper conditions, the fatty acids are partially split from the triglyceride of the fat and substituted for hydroxyl on the free glycerin. At reaction equilibria more or less of the monoesters are found, depending on processing conditions and the relative concentration of fat and glycerin. Using conventional processing methods, the total ester will be found to contain 40-50% monoester, 50-60% of the diester, and a significant quantity of the triester. More recent methods have enabled the production of so-called "high monos" with a concentration of 65-70% of the monoester. Distillation of the reaction ester enables the production of monoesters of above 90% purity.

While glycerolysis or transesterification represents the most common and most economical method of producing monoglycerides, there are certain disadvantages inherent in the use of fats and oils as a source of fatty acids. The use of fats does not offer full product versatility, since the proportion of fatty acids in the finished product will be the proportion of fatty acids as found in the fat or oil used as a starting material.

When a mono and diglyceride product of special fatty acid composition not found in a natural fat or oil is desired, the common practice is to blend fatty acids to the desired specification. These fatty acids are split from the natural fats and oils, separated, purified and then blended to the desired composition.

This method is generally a more expensive route than glycerolysis, but since the fatty acids can be varied only in this manner, it is sometimes the only method available to produce a monoester of given composition. As an example, glycerol monooleate of

high purity can only be produced by direct esterification, since no natural oil exists with an oleic acid concentration of more than 50 or 60%.

Glycerol monoesters are available in commerce as either liquids, plastics, or hard waxy solids. The latter may be either flaked or powdered. The plastic materials are generally votated to improve plasticity by inducing a fine crystalline structure.

We might mention at this point some recent information concerning the manufacture of monoglycerides under Food and Drug Law. Initially, the Food and Drug Administration approved all monoglycerides, except those derived from lauric acid as being "Generally Recognized As Safe." When the tentative lists were finalized, only those monoglycerides made by glycerolysis were approved. This was because of the discovery that some fatty acids, when fed to chicks at certain levels, caused edema. The factor was not immediately identified chemically and thus became known as the "Chick Edema Factor." The factor was first found in commercial grades of oleic acid but was later found in stearic and, I believe, palmitic acid. Apparently, during the splitting of the fats with heat and pressure, certain hitherto unknown degradation products were formed which induced the edema in chicks. Because of the possibility that the factor might carry over into the monoglyceride made from the acid, monoglycerides produced via this route were not considered acceptable for use in foods.

As of December 31, 1960, the Food and Drug Administration has published approval of the use of monoglycerides manufactured from fatty acids, provided such fatty acids are chick tested, in ice cream under the Federal Standards of Identity for ice cream. This, of course, requires storing the fatty acids for a certain period of time while samples of the acids are tested on chicks; a costly procedure which is reflected in the cost of the ester produced from the acids. At this time, we do not know whether this approval will be extended to other food applications, but would presume so, in time.

Esters with surface activity other than the glycerol esters may be produced. While glycerol with 3 hydroxyl group is known as a trihydroxyl alcohol, sorbitol with 6 reactive hydroxyls is known as a hexahydric alcohol. It may be similarly reacted with fatty acids to produce the sorbitan or Span® type esters. These esters, like the glycerol monostearate type, are lipophilic, and are therefore rather weak emulsifiers where oil-in-water emulsions are desired. Other alcohols used in the preparation of surface active agents are propylene glycol and mannitol. In addition, the carbohydrates glycose and sucrose have been utilized on a pilot plant scale and in limited commercial production in the United States, Europe and Japan.

In order to make the esters more water-loving, or hydrophilic, and thus more efficient in the stabilization of oil-in-water emulsions, water-loving moieties such as ethylene oxide are reacted with the lipophilic sorbitan esters. This process is known as dendrizing, and the resultant water-dispersible surfactants are referred to chemically as ethoxylated sorbitan esters. The Tween® type surfactants are in this category.

Monoglyceride may be reacted with acetic anhydride or lactic acid to produce certain desirable effects. These are known simply as acetylated or lactylated monoglycerides, respectively. The work carried out by Cosler and Alikonis (4) on the use of the acetylated monoglycerides as coatings for nuts and fruits used in confectionery is an example of the application of these modified monoglycerides.

The "lecithin" of commerce is really not a chemical entity. It is generally produced from soybean bottoms, a residue from the extraction of soybean oil. The product is generally bought and sold on the basis of acetone insolubles; this fraction accepted as being composed of the active ingredients. Perhaps a better name for the product would be soybean phospholipids or phosphatides.

Pure lecithin is chemically a glycerol triester, with two fatty acids located on an α and β carbon, and a phosphoric acid radical, to which is connected a choline radical, located on the α' carbon.

Uses

Emulsifiers, or more properly, surface active agents, find many uses in the field of confectionery technology, some of which do not involve emulsification. These uses include the function of surfactants to:

(1) Retard the hardening rate of starch-based confections such as starch jellies and licorice.
(2) Retard the loss of gloss and formation of bloom in confectioners coatings.
(3) Reduce sticking in caramel and nougat.
(4) Reduce panning time and improve opacity of sugar coatings used on panned goods.
(5) Improve palatability of mints.
(6) Stabilize flavor oil emulsions.
(7) Aid in whipping aerated products.
(8) Impede the migration of oil in peanut products.
(9) Control crystallization in grained confections.
(10) Act as pan release agents and slab dressings.

Let us consider these applications in more detail. It is common misconception that starch jellies harden with time as a result of moisture loss. While moisture loss may be a secondary factor, it is not the primary one. This can be readily shown by the fact that two batches of starch jellies will, after a given period of storage, have equivalent moisture content yet exhibit significant differences in rigidity. The only difference in formulation will be that the more tender piece will contain 0.01% of a type of surfactant known to retard starch crystallization. A brief review of some aspects of starch chemistry will help us to understand why this is so.

Starch is composed essentially of two fractions, amylose and amylopectin. Amylose is a linear polymer of glycose, each molecular containing an average of 300 glucose molecules in the straight chain. Amylopectin is a branched chained polymer also composed of glucose, with a range of 20 to 30 glucose molecules in each branch. Schoch and French (5) have shown that conventional corn starch is composed of 27%

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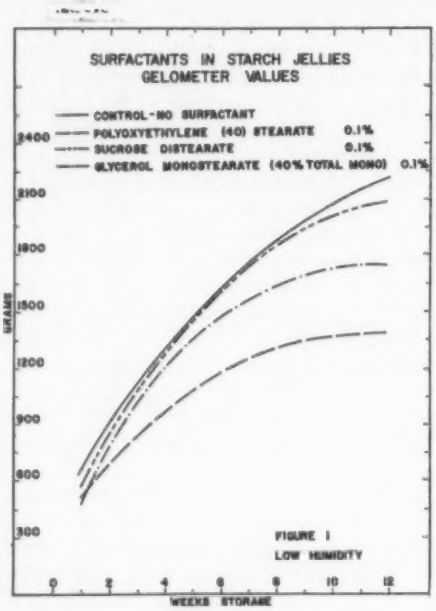
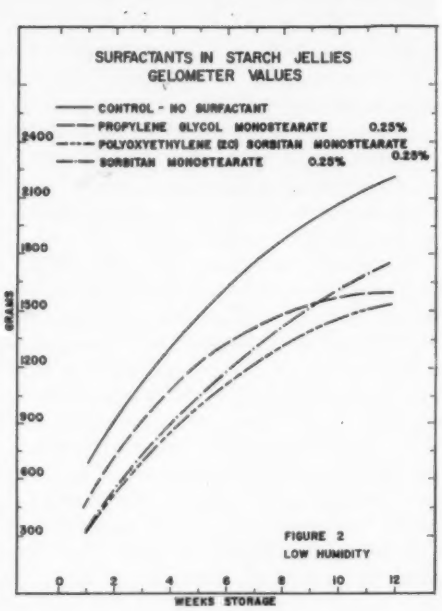




of the amylose or "A" fraction and 70% of the amylopectin or "B" fraction.

When one forms a starch gel with heat and moisture, the amylose sets up as an irreversible crystalline matrix which supplies the desirable "as made" rigidity of the piece. This process is known to the starch chemist as retrogradation. The individual polymers line up parallelwise and are linked together by the hydrogen bonding applied by the glucose molecules in the chain. Because the chain contains 300 glucose molecules, the bonding is quite strong and therefore irreversible.

The amylopectin presents a somewhat different picture. The individual branches exert a weaker attraction for one another, but an attraction nevertheless and, with time, the individual branches line up parallelwise, forming a crystal. This crystallization is known to the starch chemist as coacervation, and is responsible for the slow hardening of starch gels. Because the attraction of the branches for each other is weak, it is reversible with heat, as shown by the fact that starch jellies, and other starch-based foods, such as bread, may be tenderized or "freshened" by heating.

Moisture is entrapped within the inerstities of the branched chains of the gel. As coacervation proceeds, the bound moisture becomes free moisture and is then free to migrate to the surface of the gel and evaporate. This is the secondary influence of moisture loss on hardening rate mentioned previously.

This fact of the chemistry of starch has been known for some time. As long ago as 1852, the French chemist Boussingault (6) demonstrated that bread hermetically sealed in cans still staled at the same rate as unpackaged bread. (Incidentally, Boussingault was the chemist who discovered and identified sorbitol.) Yet, today some bakers still exert every effort to find a moisture proof wrapper to retard bread staling. Perhaps a good moisture barrier may be helpful, but this is not attacking the problem at its root.

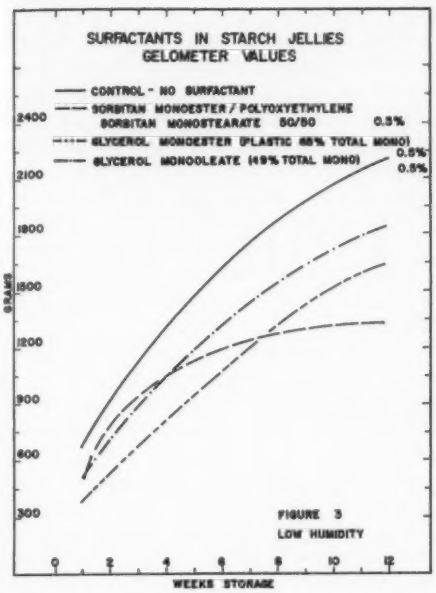
Martin and his co-workers (7) were the first to publish work on the use of surface active agents in starch jellies in 1951. They showed conclusively that surfactants retarded hardening of starch jellies—some to a greater degree than others.

The work of Sterling (8, 9, 10) at the University of California, published between 1956 and 1958, has contributed much to our knowledge of the technology of starch-based foods. His works indicate that perhaps the time honored "hot room" method of manufacturing starch jellies may not be the most desirable. Crystallization of starch proceeds most rapidly at 36°F. and less rapidly at higher or lower temperatures. It can be halted completely by freezing. (Perhaps the housewife who stores her bread in the refrigerator may actually be hastening the staling process.)

We have conducted rather extensive work on the effect of surface active agents on starch gels in our laboratory (11). We have found that some surfactants, particularly those based on the stearate and/or palmitate moiety produce better results than others. The more hydrophilic esters are generally more effective than the lipophilic esters. Some, such as certain sucrose esters, are not effective at all.

In Figure 1, we see some data obtained with the addition of several types of surfactants to starch gels. From these data, we can see that the gel containing sucrose distearate is not significantly better than the control. The glycerol monostearate is quite effective, but the more hydrophilic polyoxyethylene (40) stearate is the most effective of the three esters included. The starch jelly containing 0.1% (based on starch) of the latter ester is as soft after storage in a low humidity environment after 12 weeks as the control gel was at three weeks.

In Figure 2, we see the data obtained with propylene glycol monostearate, sorbitan monostearate and polyoxyethylene (20) monostearate. A retardation of staling is obtained with all three esters. However,



the propylene glycol ester is not as effective as the other esters during the initial weeks of storage.

In Figure 3, we see that best results are obtained with a blend of sorbitan monostearate and polyoxyethylene (20) sorbitan monostearate. Least improvement here, as previously indicated, is obtained with glycerol monooleate.

We would mention at this time that consideration of the use of sorbitan monostearate and polyoxyethylene (20) sorbitan monostearate in starch jellies is purely academic. While they are allowed in some foods as provided by Food & Drug Law, these surfactants are not officially considered "Generally Recognized As Safe," and therefore can be used in foods only after submission to and approval by the Food & Drug Administration of a petition requesting provision for their use. At this time, a petition for their use in starch pellies has not been submitted.

Surface active agents have been evaluated and are currently being used in caramels and nougats to reduce the tendency of these confections to stick to machinery, wrappers and teeth. Of the many surfactants evaluated in our laboratory, the use of a fully hydrogenated glycerol monostearate with an Iodine Value of less than 1 and a lactated glycerol monostearate, either one used at levels of 0.5-1%, appear most promising.

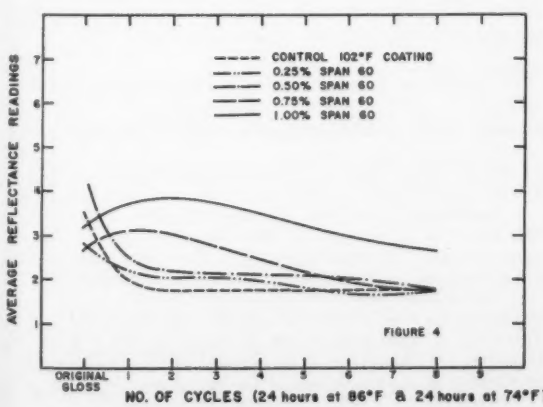
Their usefulness has been demonstrated in both high cook and low cook caramels. (11)

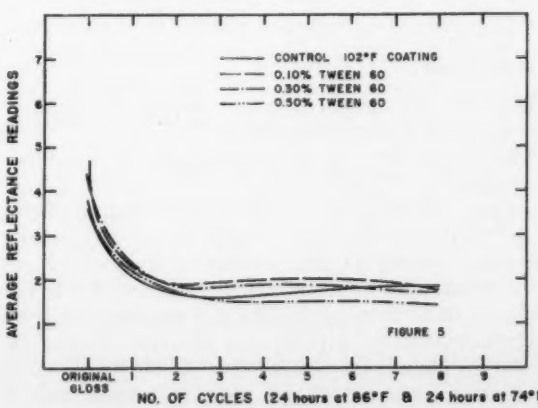
As mentioned earlier, the Food & Drug Administration has issued a regulation permitting the use of sorbitan monostearate and polyoxyethylene (20) sorbitan monostearate in confectioners coatings in the Federal Register of January 13, 1961. Unless objections are filed prior to 30 days after the publication, the regulation becomes part of the Food Law on February 12, 1961. The Law will provide for the use of sorbitan monostearate not to exceed 1%; polyoxyethylene (20) sorbitan monostearate not to exceed 0.5%; and any combination of the two not to exceed 1%, providing the level of polyoxyethylene (20) sorbitan monostearate does not exceed 0.5%.

Studies carried out in our laboratory to demonstrate to the Food & Drug Administration the functionality of these surfactants have shown that in confectioners coatings, the two behave quite differently. Our data demonstrates that sorbitan monostearate will retard bloom, but will not improve the palatability of high melting coatings by reducing waxiness and/or greasiness. On the other hand, polyoxyethylene (20) sorbitan monostearate does little, if anything, to retard bloom, but does improve the palatability of the coatings by reducing the waxiness and greasiness, apparently by inducing the formation of an emulsion between the saliva and the fat. There is also a possibility that the polyoxyethylene (20) sorbitan monostearate modifies the crystalline structure of the fat to provide either a lower melting crystalline form or a finer crystalline structure.

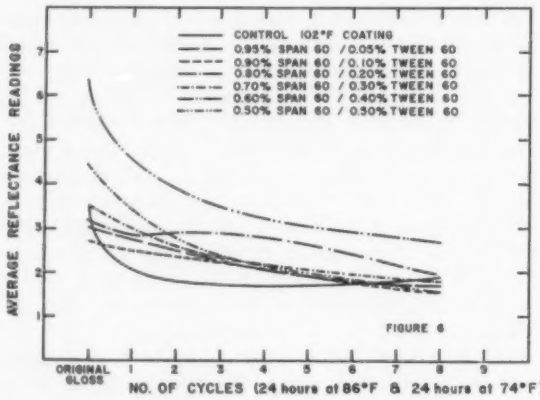
In Figure 4, we see the data obtained when using various levels of sorbitan monostearate in a 102°F. melting coating. The bloom retarding or gloss retention properties of the ester are well demonstrated here. (Because these particular samples were poorly tempered, the difference between the control and the coatings are not as great in this instance as they would be with better tempered coating.) Each cycle represents 24 hours' storage at 86°F. and 24 hours' storage at 74°F.

In Figure 5, we see the almost complete lack of





gloss retention obtained with the use of polyoxyethylene (20) sorbitan monostearate. The samples were cycled in the same manner as those containing the sorbitan monostearate shown in Figure 4.


CONTROL 102°F COATING
0.95% SPAN 60 /0.05% TWEEN 60
0.90% SPAN 60 /0.10% TWEEN 60
0.80% SPAN 60 /0.20% TWEEN 60
0.70% SPAN 60 /0.30% TWEEN 60
0.60% SPAN 60 / 0.40% TWEEN 60
0.50% SPAN 60 / 0.50% TWEEN 60
AVERAGE REFLECTANCE READINGS
FIGURE 6
ORIGINAL GLOSS
NO. OF CYCLES (24 hours at 86°F & 24 hours at 74°F)

In Figure 6, we see the data obtained by using blends of the two surfactants. It is somewhat surprising to find that something akin to a synergistic action exists when the blend is used. The blend provides gloss retention properties equal to the use of the sorbitan monostearate alone. The level of sorbitan monostearate in the coating is greatly reduced, and we have previously demonstrated that the polyoxyethylene (20) sorbitan monostearate does little, if anything, to aid in gloss retention. A 60/40 or 50/50 blend of sorbitan monostearate and polyoxyethylene (20) sorbitan monostearate appears to provide the most effective retention.

Concurrent with our gloss studies, we conducted taste panel evaluations, using consumer-type panelists, untrained in the organoleptic evaluation of coatings. The panelists were presented the coded samples and asked to indicate their preferences and also to rate the coatings as to the degree of waxiness and/or greasiness when eaten. The results of this study showed that sorbitan monostearate did very little to improve the palatability of the coatings, but that the polyoxyethylene (20) sorbitan monostearate improved palatability most significantly. When evaluating the coatings containing the blends, the results obtained from the panel again indicated a synergistic-like effect. The panelists chose the coating containing a 50/50 blend of the two emulsifiers, with the 60/40 blend, previously mentioned, picked as second best.

Miscellaneous

We will now briefly discuss other applications of surface active agents in confections.

The use of 0.2% of polyoxyethylene (20) sorbitan monostearate in panning syrups reduces panning time by about one-third. Even more important, perhaps, is the ability of the ester to increase opacity or the covering capacity of the coating so that colors are more vivid and there is a lesser tendency for the center to show through. Preliminary negotiations have been made with the F.D.A. as to provision for the use of this surfactant in panning syrups. However, complete data have not as yet been submitted, and it will be some time before approval can be expected.

Some surface active agents, such as glycerol monooleate, have shown promise as slab dressings. Others currently under development have shown even more promise. Interest in the use of these edible surfactants as slab dressings has been recently revived because of the attitude of the F.D.A. regarding the use of mineral oil. Generally speaking, surface active agents are more expensive than mineral oil. However, it is hoped that by improving their efficiency per unit weight, their use will become relatively more economically feasible.

We have had underway in our laboratory for several years, a study on the prevention of oil separation from peanut butter. This work may be of particular interest to those confectionery manufacturers who produce pieces containing the product.

Our work has shown that the addition of glycerol monostearate at a level of 1.5% to the peanut butter prior to cooling will stabilize the free peanut oil. Some confectionery producers have complained of the problem that the peanut butter frequently becomes dry and crumbly after limited storage, even in coated pieces. We feel that this problem is the result of the migration of the peanut oil through the coating. Peanut oil, of course, provides the necessary plasticity for the butter. Some have expressed the opinion that if migration of the oil were the basis for the problem, such migration would result in fat bloom appearing on the coating. It should be remembered, however, that fats must recrystallize to form bloom and that peanut oil does not crystallize even at refrigeration temperature (38°F.). There is, of course, some possibility that the peanut oil may carry with it some low melting fractions of the coating fat, if such fractions are liquid at the time; i.e. when the coating is exposed to heat. The low melting fraction could resolidify, with resultant bloom, when the coating is cooled.

Several mint producers in this country are currently using low levels of glycerol monostearate in their formulations. The use of about 0.5% glycerol monostearate will improve palatability by imparting a smoothness not normally obtained in a grained product. At the same time, the piece has a desirable texture which might be lost if over-doctored.

Recent work in our laboratory has shown that certain surfactants may be used to control the "as made" texture of grained pieces, such as fudge. This work is not yet complete.

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The Candy Fiesta

1961 Western Candy Conference

Biltmore Hotel—Santa Barbara, California

February 22, 23, 24, 1961

Wednesday, February 22

Candy Fiesta Special train—A private lounge car on the Southern Pacific's Coast Daylight train will be available to conventioneers traveling from San Francisco to Santa Barbara. It will leave San Francisco at 8:15 A.M., making the trip in about eight hours. The Northern California Suppliers Committee and the Northern California Confectioners' Club are providing free bar accommodations and box luncheons for the trip.

Registration—11 A.M.—LaSala Hospitality Room

6:30 P.M.—Suppliers Cocktail Party

8:00 P.M.—Opening Banquet—Loggia Room

Thursday, February 23

9:00 A.M.—The annual golf tournament. Montecito Country Club. Tee-off time 9:00 to 11:30 A.M.

9.00 A.M.—Technical conference

"Quality Control" Herbert Knechtel, Knechtel Laboratories.

"Practical Food Sanitation" E. F. Sperling, Helms Bakeries.

"Extending Candy Shelf-Life" Claude D. Barnett, Pearson Candy Co.

5:00-6:30 P.M.—Men's Stag Smoker.

Friday, February 24

8:00 A.M.—Early Hunt breakfast. Marina Room.

9:00 A.M.—Business session.

12:30 P.M.—Fiesta luncheon.

Evening—No-host cocktail party, followed by the annual dinner dance.

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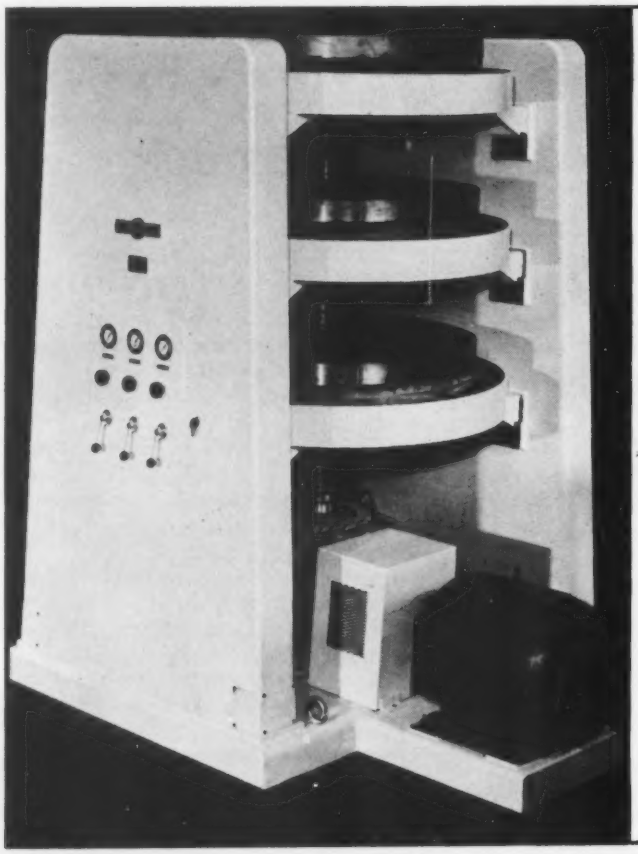

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FEBRUARY 1961

MC CANDY PACKAGING AND MARKETING

What point-of-purchase can accomplish for candy

By William Mee

Point-of-Purchase Advertising Institute

I think it appropriate that we clearly define this word merchandising so that we can operate from a common base. The over-all term merchandising can include a whole raft of activities from couponing, direct mail, and premiums on down to point-of-purchase advertising. My reference to merchandising applies only as it relates to point-of-purchase advertising—those point-of-purchase materials developed by either a retailer or his supplier, designed to be used in/on or near a retail outlet, as a means of building traffic, stopping the consumer in her appointed shopping route, and getting her to buy merchandise, either through reminder or impulse stimuli.

I have to assume that because you are affluent wholesalers and re-packers, you already have established retail distribution and designated shelf position in retail outlets throughout your marketing area. For this reason, my reference to the term merchandising will confine itself to the handling of your product in established outlets and not as a means of forcing distribution in those outlets in which you are not already represented. Point-of-purchase materials can be a very effective means of accomplishing this objective, but that is a separate story in itself.

So then, my subject deals with the use of point-of-purchase merchandising materials as a means of:

1.) Building traffic for your retailers.
2.) Developing for your retailers, sales which they might not otherwise enjoy.
3.) And incidentally, selling substantially more of your product on a continuing basis.

You will notice, in my definition of the word merchandising that there is a heavy emphasis on "What's in it for the retailer" primarily because the retailer is your partner in any venture you undertake, via the merchandising route, and as long as we are going to use his pasture for our benefit we had better make sure there is something in it for him.

This article is from a speech delivered by Mr. Mee before the Candy Packaging Clinic of the National Candy Wholesalers Association. While obviously prepared for an audience of wholesalers, it contains much of vital interest to manufacturers.

Statistics of importance

Before any attempt is made to try and build a case for the need and importance of merchandising on the part of the candy wholesaler, it is necessary to take a look at the over-all market for candy products—what has been happening in the past and what this market is going to look like in the next few years. I know you have all had statistics throughout the years from your association, but there are a few basics that bear repeating.

First off, despite the fact that we all enjoy candy, I have the feeling that a good share of your market goes to the younger set. Our population has more than doubled since 1900, reaching over 181 million by mid-year 1960. And the number of households has tripled to over 52 million. Population continues to grow at the rate of over 2.9 million per year or 240 thousand per month. That is the equivalent of adding Providence, Rhode Island or Omaha, Nebraska to our market each month. In the next ten year period the population growth can be expected to approach 4 million annually.

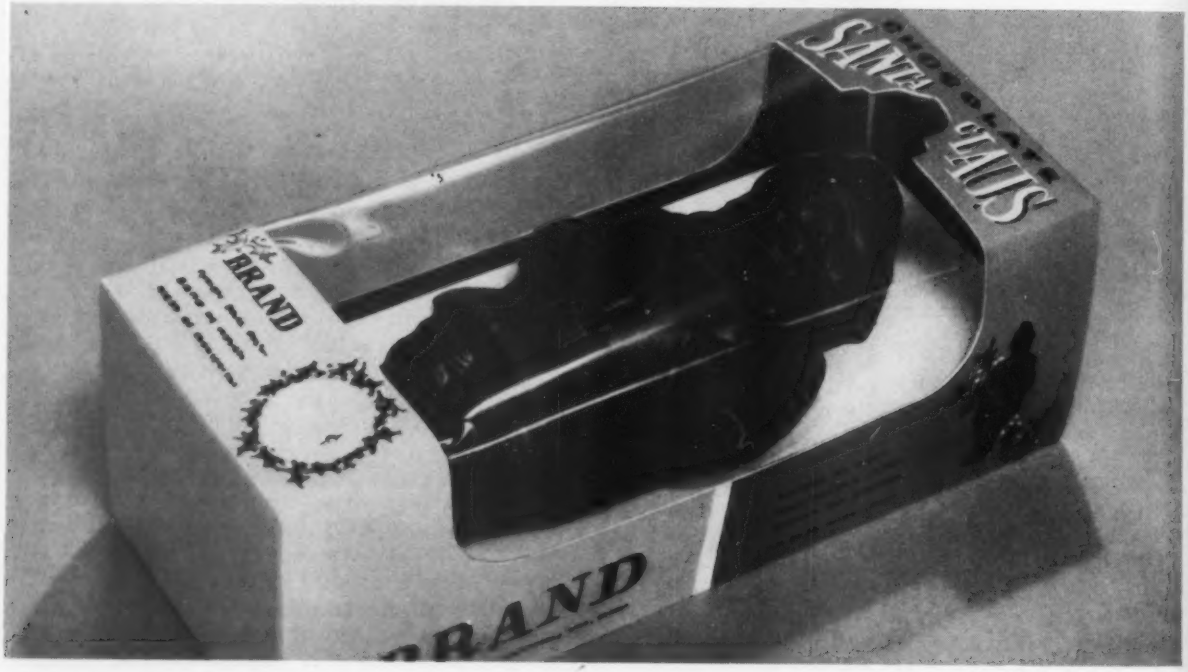
Now, there is another basic statistic important to the marketing man involved here, and that is the very substantial increase in discretionary spending power, based on the 1950 standard of living. Actually, discretionary spending grew 90% between 1950 and 1959. It is highly possible that it will grow another 83% over 1959 in the next ten year period, that is, 1970—and this is based on our minimum production opportunity of 750 billion dollars gross national product by that year.

Then, if we consider these two factors, the increase in the moppet set and the substantial increase in discretionary spending ability, it would appear that we have an excellent opportunity to get more candy sales than we have been getting in the past.

Now, as you all know, there has been a very substantial population shift to the suburbs along with a drop in farm population. As a result we now have clusters of high density population, providing us with

THIS WON'T HAPPEN...

WITH WINDOWS OF "MYLAR"®



Eliminate costly breakage ...get more sales appeal with window boxes made with "Mylar"*

Even the roughest warehouse or store handling can't break windows of "Mylar". It's the strongest of all plastic films . . . and it's sparkling-clear, too! Shows your product off at its very best. Pulls in more impulse sales.

You'll find retailers will prefer your candy in window boxes with "Mylar" because Du Pont is constantly promoting the sales-winning advantages of "Mylar" to them. For instance: a 1961 series of ads in Variety Store Merchandiser reminds retailers they won't have to take a loss on markdowns because of broken windows.

Ask your supplier for window boxes of "Mylar" . . . or for a sample to test and more information, write: Du Pont Company, Film Department, Nemours 10421A, Wilmington 98, Del.

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an opportunity to sell our product on a self-service basis to a greater extent than we have ever had in the past.

Now, up to this point I have in no way discussed:

1.) The per capita consumption of candy.
2.) The ability of the candy industry to grow at a rate in proportion to expanding population, and
3.) The ability of the candy industry to capitalize on the shifts in retailing and distribution which have taken place.

I am only concerned with the future and the potential sales increases available to the candy industry through effective point-of-purchase merchandising.

Marketing statistics related to candy distribution

National population and income statistics are all very fine, but it has been my experience that the best statistics in the world somehow do not sell products—we have all had a taste of that in 1960. There are certain facts and figures with which we are familiar and their relationship to the movement of candy in food stores and supermarkets are essential to any understanding of merchandising as it applies to your product.

At the Point-of-Purchase Advertising Institute, we have developed some statistics specifically for your group. Added to information that is currently available through other sources, we can get a pretty good picture of the how and whys of selling candy—perhaps better than in any other time in the past.

1) The importance of the unplanned purchase

One of the most important things we have to concern ourselves with is the way in which candy is bought. In the sixth Dupont Buying Study, it is reported that in the case of candy, 91.1% of all candy sales are in-store decisions. This means that your product, unlike consumer staples such as butter, bread meat and the like, are bought only on the basis of consumer exposure when confronted with it in a retail store.

Now, this is an extremely important consideration, for unless our shopper friend travels down the aisle and is exposed to your handsomely packaged product, there will be no sale. It means that she is not going to hunt your product out, but is only going to buy on the basis of coming in contact with it once in the store. Incidentally, with the exception of cellophane tape and toys, candy rates higher than all products when measured against this impulse factor.

This matter of relating impulse candy sales to exposure was borne out in the recent Dillon Super Market Study, when it was proved conclusively that special displays of candy actually increase sales in excess of 430% over regular shelf position. In other words, you get the candy off the usual shelf position and you are going to sell four times as much candy as you would normally sell.

2) The importance of measuring in-store traffic

There are a variety of reasons for this, perhaps the most important of which has to do with the amount of floor space the typical consumer covers in the typical supermarket. It has been reported that as stores have increased in size, Mrs. Consumer has not been spending as much time in the larger store as the retailer might logically have hoped that she would. It has been reported that today only about 25% of all shoppers cover more than 25% of all store area. This means that in her hurry to get in and out in a minimum amount of time, her chances of passing your candy shelf location are not the best.

Can merchandising help?

It is rather obvious that if we are going to move more candy, it is essential that we either devise a means of getting the shopper to your shelf location or else get your product out where more shoppers are going to be exposed to more candy. Realistically, I think the latter approach is the only sensible one and frankly, it is my sincere contention that intelligent use of point-of-sale material will do this job for you.

Just recently, our Association released a study dealing with plus sales in supermarkets and as an addendum to that particular study we reported on the motivational factors that explain why point-of-purchase materials will generate 41% more plus sales than any other form of in-store merchandising activities; that includes couponing, price cuts and the like.

Here are the reasons why point-of-purchase materials will generate plus sales for you:

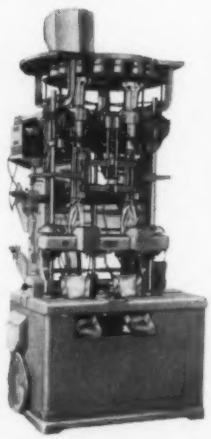
Point-of-Purchase Materials Trigger Latent or Postponed Purchases. Point-of-purchase materials provoke an UNPLANNED purchase because the housewife recognizes a product she has desired before. She will have thought about purchasing the item before in many cases, but somehow the actual act of purchase has eluded her. The fact that crops up regularly in this study is that the point-of-purchase piece will stop the woman, crystallize her latent desire, and convert a vague want into a real, live sale.

Point-of-Purchase Materials Persuade Shoppers to Indulge in a Treat. Whether or not they use a shopping list, most women are quite accurate and orderly in their shopping. They know what they want and stick to their list. This is in many cases a matter of pride in the housewife's efficiency. However, the average shopper seems to delight in deviating from this pattern of regularity. There are certain products, when one is contemplating spending $15 or $20, which seem to be only of minor cost and which become the "frosting on the cake". Sometimes it is an expensive brand of coffee or a ham which is imported from abroad. The indulgence factor is a major one. It is the "treat" which the woman partakes of for herself.

Point-of-Purchase Materials Trigger the Need for Buying Something Special for Key Members of the Family. This is quite different psychologically from the "treat" the housewife indulges in for herself. There is a certain degree of worry about the judgment the rest of the family inevitably passes on her menus and her shopping. Hence, she is extremely sensitive to suggestions about what her husband, her mother-in-law, or her children might like. In many cases, her shopping list reflects her sensitivities to such needs. But when a point-of-purchase piece suggests an unlisted

FMC Stokeswrap is "performance-proved" for dependable efficiency at Hershey

At Hershey Chocolate Corporation, the dependable, efficient operation of FMC Stokeswrap has been proved day after day for many years. A large battery of these machines is used to pouch-package a wide range of products such as Hershey-ets, candy-coated mint chocolates, milk-chocolate-covered almonds and Hershey Miniatures in both cellophane and heat-sealable paper.



Hershey is one of many well-known food packagers who depend on the proved design of FMC Stokeswrap for maximum production and minimum maintenance. The Stokeswrap handles practically all heat-sealable materials including polyethylene with models for pillow, four-seal and strip packages. Two and four-tube machines are available with pocket, auger, tablet counting, net weight or liquid feed systems offering a high degree of accuracy and a top speed of 240 packages per minute. Electric eye control with constant web tension assures accurate registration. Capacities range upward to 1½ pounds depending on product.

For complete details, write for your copy of Stokeswrap Bulletin P-801.

Putting Ideas to Work

FOOD MACHINERY AND CHEMICAL CORPORATION

FMC Packaging Machinery Division

Stokes & Smith Plant

4924 SUMMERDALE AVENUE, PHILADELPHIA 24, PA.

item that she knows fits her family members' tastes, she often finds it irresistible to engage in self-fortification to meet with approval in her appointed area of family chores. In effect, she is hedging her regular shopping list with "insurance" items that she believes will give her a healthy and appreciative audience.

Point-of-Purchase Materials Break the Rigid Intent Pattern in Shopping, Often Release a Flood of Unplanned Purchasing. The housewife has her sights set squarely on her targeted products and will get them come what may. But once the rhythm of her shopping is upset, it takes her a while to get on track again. This is what happens when she "discovers a buy" through point-of-purchase materials. She will not only purchase the item on display but often will pick up one, two or even three other items that she never expected to purchase. Thus, the point-of-purchase piece is a device, one that "breaks" her buying pattern and unlocks more than one new UNPLANNED purchase. This is clearly worth at least one-third more sales to the grocer and manufacturer and if expanded to its full potential might well double expected, planned purchases in the supermarket.

Point-of-Purchase Displays Evoke "On Sale" Feeling Even When This is Not the Case. Unusually displayed merchandise generates an emotion in the housewife that she is missing a bargain if she passes it without buying. 60% of sales triggered by special displays were sold at full profit to retailer . . . No price cuts or loss leaders were needed.

Here at the Point-of-Purchase Advertising Institute, we are firmly convinced that point-of-purchase materials work best in conjunction with other major media. The Dillon Study, referred to previously, points this out—that a point-of-purchase program tied in with a major advertising program generates more sales than just advertising or point-of-purchase alone.

Our research turned up another factor, it has to do with awareness, decision and purchase as related to point-of-purchase advertising. As a result of some 1,400 interviews in supermarkets, it was found that in excess of 81% of those interviewed were aware of the point-of-purchase advertising in the store, and could name specific pieces. In excess of 43% used this material as a means of making a purchase decision and in supermarkets, 32% actually made an unplanned purchase as a result of point-of-purchase material. This gives you an idea of the power of exciting point-of-purchase merchandising and what it can do for you.

1) We are aware of an increase in the younger set. Since V-J Day more than 40 million infants have weighed in on the delivery room scales—or as many as were born as in a whole century and a half before. There are those who are also projecting that the birth-rate will exceed 6 million a year by 1975. Recall that the current rate is presently four million, four-hundred thousand—all good candy consumers.
2) There is an increase in available dollars for discretionary spending—more dollars to buy your product.
3) In excess of 91% of all your candy is sold on an impulse basis in supermarkets. In other words, it is not planned prior to the shopping trip. Women have to see it before they buy it.
4) The typical candy shelf location is trafficked by only 34% of the people that travel in any given supermarket.
5) When shifted from regular shelf position, candy sales can quadruple, as revealed by the Dillon Super Market Study.
6) Recognizing these factors along with the factors reported by our Harris Study, point-of-purchase materials will generate more plus sales than any other form of promotional activity. It is essential that you get your product out in highly trafficked special areas, if you are going to increase your sales and keep pace with the market potential that is available to you.
7) Special display stacking will increase sales, but special displays using highly creative point-of-purchase material with a good copy line will sell a lot more product.

What's in it for the retailer?

I mentioned earlier that we were operating in the retailer's pasture. And unless we are able to show the retailer that our special displays will do something for him, we might just as well forget the whole exercise. Supermarket operators will tell you to either increase their traffic or increase their sales or stay out.

But what is in it for the retailer? Plenty! According to the Dillon Study, previously mentioned, the sale of candy provides him with one of the highest profit margins in his store—25 to 35%. In addition, candy sales per shelf foot of candy run $11.53, rating very high in this study.

On top of all this, candy provides a turnover of 15.5 and a return per dollar invested of $5.49—one of the best in the study. In the overall scheme of things, candy is one of the best performers available to the retailer.

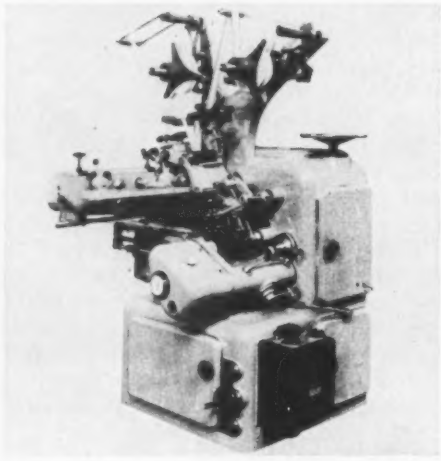
But most important of all, candy sales are plus sales to the retailer. They are sales he would not have gotten if the consumer did not maneuver by the candy shelf or was not exposed to an impressive candy display.

Keep in mind, too, there is another plus here and that is, that one impulse sale deserves another. As pointed out in our first Harris Study, once the rigid intent pattern has been broken, several more plus sales result—this is the only way the retailer can increase his overall sales.

The importance of merchandising

In today's scheme of things, you actually have a responsibility to all your retail accounts to help them move the merchandise you sell them. With this impressive trend to self-service, merely providing an account with merchandise is no longer enough, you must help him move this merchandise off his shelf. What better way of doing it than making use of low cost, highly effective point-of-purchase material. Only energy, enthusiasm and a comprehensive knowledge of supermarket operations will get you one of the 40-50 hot spots in today's modern supermarket. Once you have such a spot, I'll guarantee you that this merchandising effort will pay off —plenty!

GD Supermatic



MODEL 2650

For high-speed cut, form and twist or fold wrapping

For caramel, hard candy or chewing gum. Change wraps in 30 minutes, with wrap speeds up to 600 per minute.

SUPERMATIC PACKAGING CORP.
1460 Chestnut St. Hillside, New Jersey
BENEDICT R. MARFUGGI, Vice President - Sales Manager

CALENDAR

February 10; Los Angeles Confectionery Sales Club, noon meeting, Roger Young Auditorium, Los Angeles, Calif.

February 20; Confectionery Salesmen's Club of Philadelphia, 1:30 PM meeting, 2601 Parkway, Philadelphia, Pa.

February 22-24; Western Candy Conference, Biltmore Hotel, Santa Barbara, Calif.

February 22-23; Associated Retail Confectioners of North America, western regional meeting, Mar Monte Hotel, Santa Barbara, Calif.

February 24; Boston Confectionery Salesmen's Club, Inc., 8:00 PM meeting, Kenmore Hotel, Boston, Mass.

February 25; Southwestern Candy Salesmen's Association, 12 noon meeting, Sammys Restaurant, Dallas, Texas.

March 3; St. Louis Candy Sales Association, monthly meeting, Congress Hotel, Union & Waterman Aves., St. Louis, Mo.

March 6; Denver Mile Hi Candy Club, 7:45 AM, breakfast meeting, Denver Athletic Club, Denver, Colorado.

March 6; Retail Confectioners Association of Philadelphia, Inc., 6:30 PM meeting, Dairy Maid Restaurant, Philadelphia, Pa.

March 9; New York Section, AACT, monthly meeting, Busto's Restaurant, New York City.

March 14; Boston Section, AACT, monthly meeting, Beacon Street Hotel, Boston, Mass.

March 21; Chicago Section, AACT, monthly meeting, The Dania Club, Chicago, Illinois.

April 26-28; Pennsylvania Manufacturing Confectioners Association, 15th annual Production Conference, Franklin & Marshall College, Lancaster, Pa.

May 2-9; Macropak, Sixth International Packaging Exhibition, R.A.I. Exhibition Halls, Amsterdam, Holland.

May 14-17; Flavoring Extract Manufacturers' Association, 52nd annual convention, Savoy Hilton Hotel, New York, New York.

June 11-15; National Confectioners Association, 78th annual convention, Conrad Hilton Hotel, Chicago, Ill.

June 11-15; Associated Retail Confectioners of North America convention, Drake Hotel, Chicago, Ill.

July 23-26; National Candy Wholesalers Association, annual convention, Palmer House, Chicago, Ill.

November 7-10; Packaging Machinery Manufacturers Institute, 1961 trade show, Cobo Hall, Detroit, Michigan.

Colored cartons;
a sales and warehousing aid

Williamson Candy Company was so successful in its first-year trial of a new orange and black on off-white printed shipping carton that the company is now packaging all three of its candy bars in colored cartons.

William S. Chaplain, Williamson purchasing agent, noted that since bright-colored wrappers increased the product's appeal to the consumer, the addition of color to the shipping carton will boost distributor interest as well as appeal to retailers, with resultant better display space in the store.

William S. Chaplain, purchasing agent for Williamson Candy Company, shows the new cases with bold number printed on each corner. They can be read at a distance, even in bad lighting conditions in large warehouses. Numbers vastly simplify ordering and inventory both at Williamson's plant and in distribution warehouses.

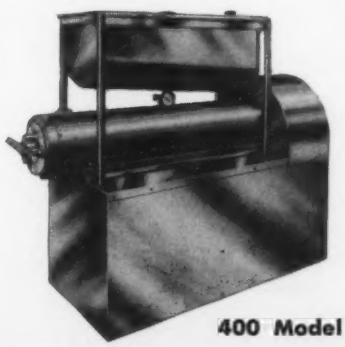
Traditionally, Williamson had been shipping its Oh Henry!, Oh Mabel! and Oh Nuts! bars in cartons of kraft paperboard with printing in black. A step toward the all-color carton was taken when Williamson in 1959 began packaging its one-ounce wrapped miniatures for Hallowe'en trick-or-treats in colored, Palmer-style cartons.

The added sales appeal of this treatment prompted a complete switch to color this year for all shipping cartons, following a nationwide trend which has seen the percentage of color cartons rise from 10 percent of all cartons to an estimated 60 to 70 percent in the last ten years.

Early in 1960 Williamson designed a new carton with a bright Hallowe'en air, and overhauled the code-printing system formerly used on the company's cartons. Now with a code number for each type of candy printed in bold black on orange background in each corner of the carton, distributors can order and inventory cartons of the three kinds of candy bars almost instantly, by using the numbers. The new oversize numbers have obvious benefits, not only in speed with which a distributor warehouse can handle cartons in large lots, but also in added efficiency at the Williamson factory.

The Hallowe'en bar shipping carton, which holds 24 Palmer-style boxes each containing 40 one-ounce wrapped miniature bars, is a regular slotted one-piece carton of 200-pound test board. Off-white in color, it measures 16" x 9¾" x 13⅜" overall.

The *INSTANT* and *CONTINUOUS* FONDANT MACHINE



400 Model

Now in its sixteenth year!

16 years of serving and proving that the Instant and Continuous way is the best way, the most modern way to make finer and smoother fondant.

For information mail the coupon *today*.

CONFECTION MACHINE SALES CO.
407 S. DEARBORN ST., Chicago 5, Ill.
Please send information on the Master Model and the new "400" model, to

Name_____

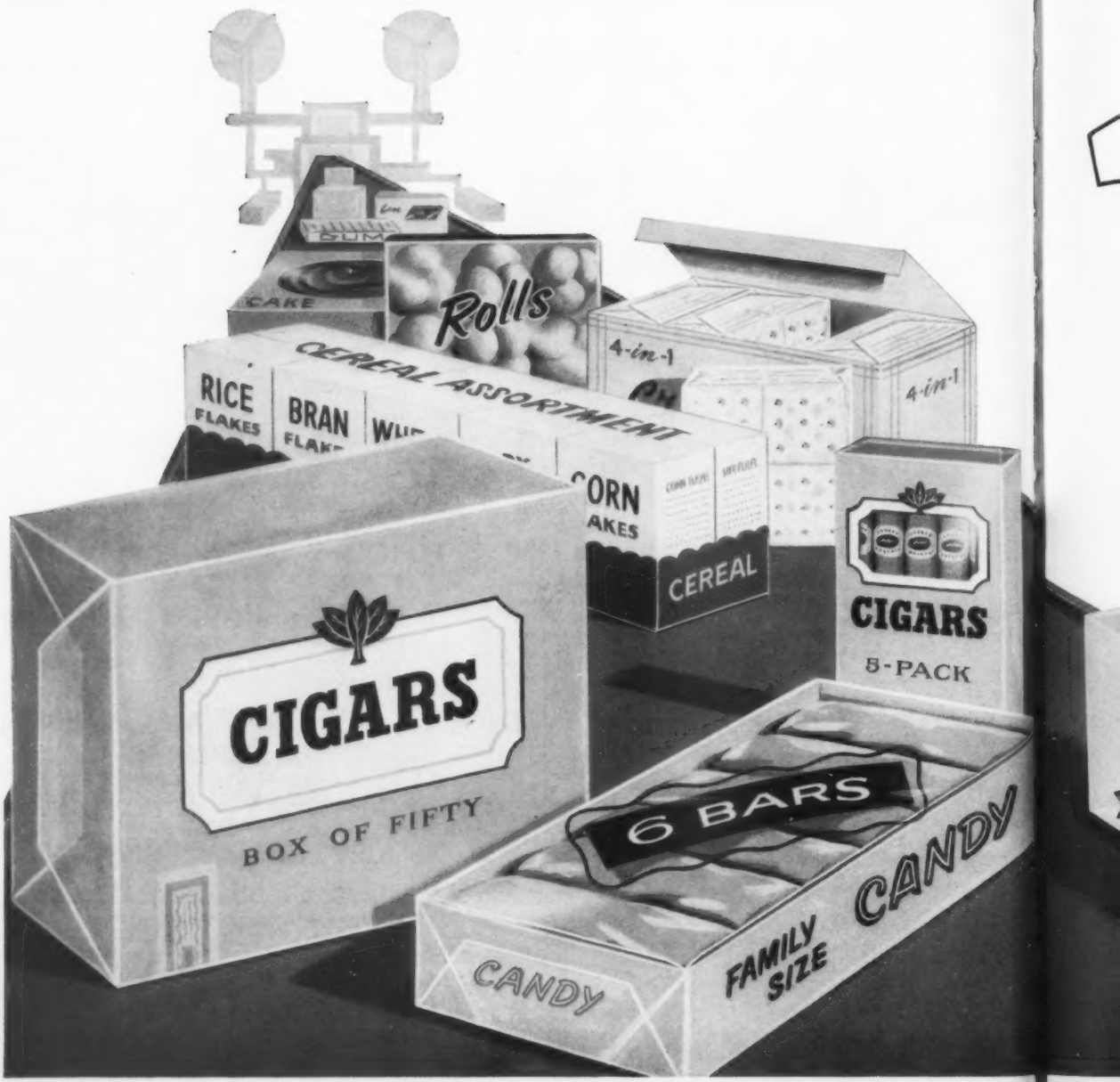
Company_____

Street_____

City_____ State_____

ANOTHER PACKAGING FIRST FROM DU PONT...

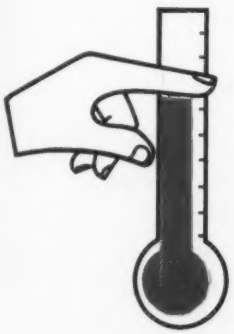
MSD cellophanes fo
now seal at lo



for

es for overwraps*
at lower temperatures

RESULT: Packaging efficiency goes up ...operating costs come down!



Now . . . major 300-gauge Du Pont MSD (moisture-proof, heat-sealing) overwrap cellophanes seal at temperatures as much as 50° F. less than ever before. Here's what this Du Pont research development means to you:

Fast, trouble-free performance on wrapping machinery! Less dwell time on heater plates. Maximum efficiency at fast wrapping speeds. Films run smoother, handle easier.

Extra-strong seals even at high speeds! Tight, secure packages, fewer cripples and rewraps. Packages are neater, too . . . stay clean and fresh-looking. *They look better . . . are better.*

Cut over-all packaging costs! Special rigidity and slip properties, unusual flexibility and durability make MSD cellophanes feed, fold, form so efficiently, economically. Reduce machine downtime . . . costs come down!

Get all the facts. Find out how trouble-free overwrapping can really be. See how you can save money, package more profitably with new lower heat-sealing MSD overwrap cellophanes. Call your Du Pont Representative or Authorized Converter. Or write: Du Pont Co., Film Dept.—MSD, Wilmington 98, Delaware.

*Major 300-gauge MSD overwrapping cellophanes

DU PONT
REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT cellophane

To promote
Candy Sales
Catalogs by Crocker
Appetizing, sales-stimulating full color catalogs, promotion mailers —and color postcards—build your volume at lowest costs for top quality. Your customers buy because they can see quality in the sparkling reproductions by Crocker.

H. S. CROCKER CO., INC.

Offices in Principal Cities

BAG TOPS
BOX WRAPS
FOLDING CARTONS
LABELS

New Packages

Philadelphia Chewing Gum Corporation is marketing Hot-Chu bubble gum in many territories. The one cent piece is five inches long, packed 240 count in a counter display box using brilliant Day-Glo inks and contains a new flavoring which gives the "hot" taste of cinnamon and clove.

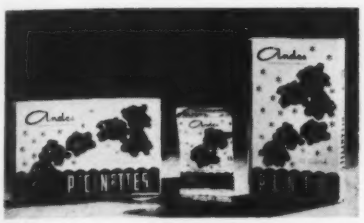
Hollywood Brands has recently introduced a new wrapper for their five and ten cent Smooth Sailin' bars. The wrapper, which has been tested for twelve months, is blue on white with a yellow "By Hollywood" star. It replaces a dark blue and silver wrapper and maintains a strong family resemblance to other bar wraps in the Hollywood line.

Chicago Dietetic Supply House claims a 50% increase in sales for their artificially sweetened chocolate bar which has been newly packaged in a golden foil bag. The original package was a printed carton. The new bag is printed in four colors and has an inner liner of glassine.

Frank H. Fleer Corporation is marketing a new grape flavored bubble gum nationally. Test marketing indicated that the name, Bubly, the package and the flavor would satisfy the requests for this type of gum from many of the company's customers.

Brach's is packaging their Deluxe Party Mix in a new carton printed in five colors. The one-piece carton is laminated with white glassine, and gloss inks are used for printing.

H. B. Reese Candy Co. is using a wax lamination of cellophane and tissue for an overwrap on its 14-piece package of Peanut Butter Cup candies. The new material replaces a regular cellophane wrap. The new overwrap is printed with a reverse illustration and provides space for more prominent brand identity.



Andes Candies, Chicago, is packaging their Pecanettes in a seven ounce box and a 1⅛ ounce pack both printed in six colors with a photographic reproduction of the product. The large package contains twelve pieces and the small pack contains two pieces. The carton overwrap is a combination of foil, sulphite and tissue and the small pack is foil, sulphite and a thin coating of polyethylene which enables the package to be heat sealed. Andes distributes Pecanettes in their 107 stores throughout the midwest and in restaurants, theatre chains and other outlets throughout the United States.

Luden's is incorporating the company logo which was redesigned a few years ago on their line of supermarket candy. The new line is packed in reverse tuck cartons with acetate windows. Products in the new line include: chocolate non-pareils, chocolate covered butter creams, milk chocolate Brazil nuts, malted milk balls, raisins, stars, peanuts, caramels and almonds, chocolate center Almond Royal Juniors, chocolate bridge mix, 5th Avenue Juniors, assorted milk chocolates and old-fashioned chocolate drops.

Rockwood Chocolate Company has introduced a full line of milk chocolate hollow mold Easter items many trimmed with colored sugar candy decorations. The eggs, hens, rabbits, etc. are packed in window boxes printed in brilliant colors. A booklet with four-color illustrations of the complete Easter line is available from the company at G.P.O. 61, Brooklyn 1, New York.

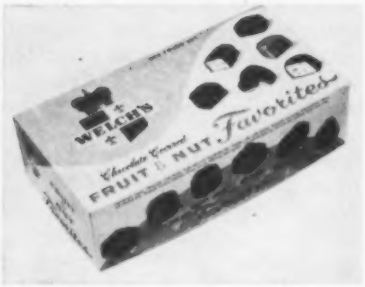
Confex
PACKAGING SPECIALTIES PROTECT CONFECTIONS BEST!

DOUBLE "X" DIVIDER
TEN CELL CHERRY PARTITION
"U" BOARD
CIRCLE ANY SIZE
?
WHAT DO YOU NEED...
CANDY OR COOKIE PARTITION
CHOCOLATE OR WHITE CANDY DIVIDERS
BOX SHELL
DIE-CUT DIVIDER AND LAYER BOARD

CONFEX quality partitions and die-cuts add eye-appeal to your product and protect them from crushing, sticking together, etc. They are made from finest white, grey, kraft or dark chocolate cardboards . . . plain, waxed or silicated. Die-cuts are also made in plain, waxed, or glassine papers.

W.J. Bradford
PAPER COMPANY
SINCE 1924

3744 SOUTH ASHLAND AVE. · CHICAGO 9, ILLINOIS · PHONE LAFAYETTE 3-9280



James O. Welch has rewrapped its Welch's Favorites package of one pound of assorted chocolates. The new package design is being promoted in full color posters which feature each of the flavors in the package and the entire fruit and nut assortment.

S. L. Kaye Company has announced the availability of a Pik-n'-Mix self-container unit in which four kinds of individually wrapped imported candies are packed. The novel twenty-eight pound unit is the first on the market and is ideally suited to small stores with limited display areas. Two assortments are available in either a single seven pound sack for bulk selling or six individual one pound transparent bags for package selling. Assortment A features fruit-flavored drops, sour lemon drops, crystal mints and butterscotch. Assortment

B features blackberry-filled candies, molasses mints, assorted toffees and licorice filled candies.

Stephen F. Whitman & Son is entering the ten cent bar field with two new twin bars wrapped in foil. Nut-Chews, a milk chocolate coated bar, and Mint-Patty, a vanilla, chocolate covered bar, are both packed in a foil-wax-sulphite lamination flexographically printed in many colors. The name of the bar

is given the prominent position on the wrap but the Whitman Sampler logo is also featured to give brand identity.

The Pittsburgh Snax Company, Inc. is now packaging their Tops line of nuts and nut meats in a cellophane/polyethylene/cellophane combination. Rigidity and product protection without clouding and sticking is claimed for this film. The packages are automatically filled, formed and heat-sealed; a die cut hole for rack merchandising tops the printed design which covers half the package in gold and white with red or blue leaving the bottom clear for visibility.

PACKAGE MAKES THE DIFFERENCE

Cost Cutter

For consistently neat, attractive wraps—on cartons, trays or boxes—the Package Model FA will give you up to 120 packages a minute. With its wide size range, quick change-over and ability to handle a variety of wrapping materials, the FA offers you flexibility of operation that means lower packaging costs.

Whether you need a tandem inner and outer wrap of printed, registered, heat-sealing foil over waxed paper like the Cracker Jack box, or a polyethylene overwrap as Charms . . . if you want to use easy opening tapes, medallions or code dater attachments . . . have rigid cartons, loose trays or extension edge boxes . . . there's an FA that's right for your job.

Four models are available, depending on size requirements. Your Package representative can show you how the FA, either by itself or as part of an integrated line of Package equipment for the candy industry, will give you fast, efficient, automatic operation, combined with eye appeal in your wrappings.

PACKAGE
PACKAGE MACHINERY COMPANY,
EAST LONGMEADOW, MASS.
NEW YORK • PHILADELPHIA • ATLANTA • BOSTON
CLEVELAND • CHICAGO • KANSAS CITY • DALLAS
LOS ANGELES • SAN FRANCISCO • SEATTLE • TORONTO • MEXICO CITY

PACKAGING IS PART OF YOUR PROFIT PICTURE

Printed
Cellophane Bag

CHRISTMAS SALES-WINNERS!

. . . in colorfully printed Du Pont cellophane

Now's the time to plan your most successful Christmas package ever! See your Du Pont Authorized Converter . . . he'll show you how today's printed cellophane gives a package holiday spirit, makes it stand out from competition. His expert design advice can help get your package extra facings and special displays. Remember, plan your package with printed cellophane *now* for more Christmas sales. E. I. du Pont de Nemours & Co. (Inc.), Film Dept. CI-1, Wilmington 98, Del.

Complete
Overwrap

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

The package above has a removable band. It can be stripped off after Christmas . . . eliminates out-of-date stock . . . gives retailers an extra reason for preferring to stock your brand.

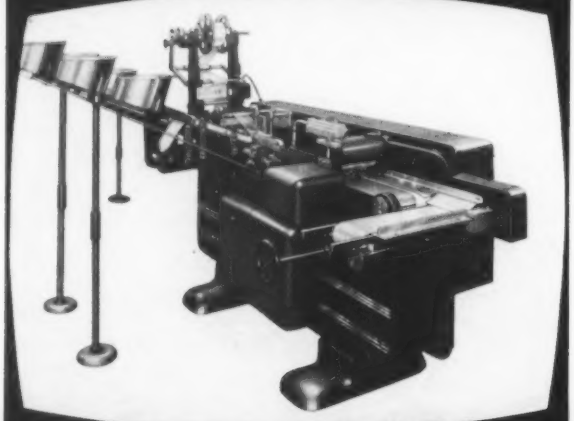
DU PONT cellophane

HUDSON SHARP'S new and improved

FMC Campbell WRAPPER

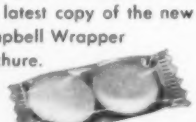
Wraps and Seals up to 650 Piece Candies — per minute!

- Wraps and seals without twisting ends
- Saves up to 35% in wrap materials
- Wraps single or multiple pieces per unit



- Wraps with glassines, wax papers, cellophane, foils and other materials
- Heat or and glue sealing
- Hopper or conveyor-type machine infeeding
- Wraps candies of any shape or size
- Wraps hard, soft, crisp or fragile candies without crush or breakage
- Saves labor with 1 person operation

The hit of the industry, this automatic wrapper packages candy balls, jaw breakers, kisses and similar piece candies with machine gun speed. Candies retain their freshness longer, too, for wrap material is completely seam and end sealed. Users report fastest packaging in the field — lowest material cost operations. Write for details and latest copy of the new Campbell Wrapper brochure.



Putting Ideas to Work

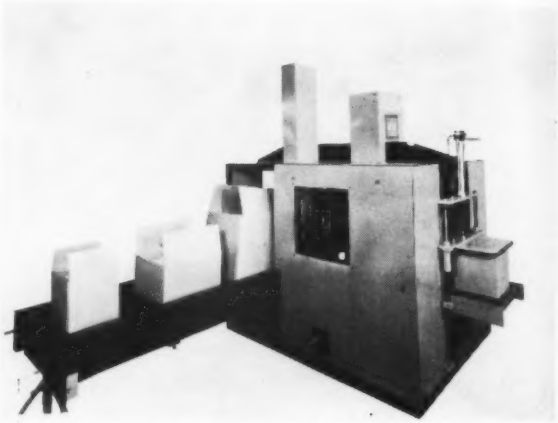
FOOD MACHINERY AND CHEMICAL CORPORATION

FMC Packaging Machinery Division

Hudson-Sharp Machine Company

1201 MAIN STREET • GREEN BAY, WISCONSIN

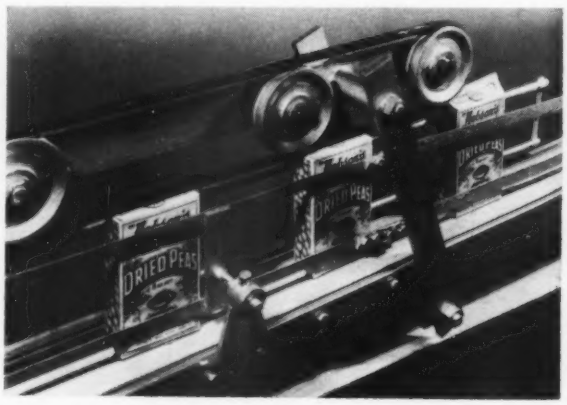
New Products



A new case closing machine which adjusts automatically to seal corrugated containers of varying sizes, has been developed. The machine operates at speeds up to 12 cartons per minute. It can seal the top and bottom of a large box (up to 13 x 20 x 30 inches) and then regulate itself to close a small box (down to 4 x 8 x 10 inches) which may be following on the line.

The machine applies a thermoplastic sealant which sets in less than three seconds, eliminating the need for the usual long compression section. The floor space it requires is approximately five feet in width and seven feet in length.

For further information Write: Union Bag-Camp Paper Corporation, 233 Broadway, New York 7, N. Y.



A top pressure conveyor has been developed for use in connection with carton gluing and sealing.

After gluing the flaps and folding them down, the carton is placed on to the conveyor and during the passage through, pressure is maintained by the upper moving belt on the flap to complete the sealing.

The conveyor has a standard length of 9 ft. but this can be varied to suit individual requirements and it is fully adjustable up to a width of seven inches, and in height from two to 15 inches.

For further information write: Autopack Limited, Spring Lane, Malvern Link, Worcs., England.

Newsmakers

E. I. duPont de Nemours and Company has made grants totaling more than $1,400,000 to 159 universities and colleges in the company's annual program of aid to education. The program is for fundamental research, strengthening the teaching of science and related subjects and for facilities for education or research in science and engineering.

Jim Perkins has been appointed manager of the candy industry division of **Milprint, Inc.** He joined Milprint's national sales department in 1955 and one year later was appointed assistant manager of the candy division. In his new position, Mr. Perkins will control direct sales activities, sales promotion plans and technical developments that relate to candy packaging sales.

Warren R. Godfrey was awarded **Fritzsche Brothers'** "Salesman of the Year" trophy as the most deserving member of the company's sales force. The new honor was given Godfrey for his sales record and for his cooperation in maintaining a fellow salesmen's contacts and service work during his co-worker's prolonged illness. Mr Godfrey covers the eastern area of the country and has been with Fritzsche for twenty-five years.

Buhler Brothers, Inc., Englewood, New Jersey and **Buhler Mill Engineering Co.,** Minneapolis will merge to become **The Buhler Corporation.** Executive offices will be located at 8925 Wayzata Boulevard, Minneapolis after May 1 when the company will move into a new office building and warehouse. Until the move the offices will be at 4207 Nicollet Avenue. Both companies are subsidiaries of Buhler Brothers, Uzwil, Switzerland.

The newly created food chemicals division of **Sterwin Chemicals, Inc.** has announced that **Francis A. Baldauski,** former assistant sales manager, has been named division manager.

Sterwin has also announced the appointment of **E. Everett Macdonough, Jr.** as manager–special accounts. Mr. Macdonough was formerly with Chas. Pfizer & Co. and is director of the New York section of the Institute of Food Technologists.

Former Secretary of Agriculture during the Eisenhower administration, **Ezra Taft Benson,** has been elected to the board of directors of **Corn Products Company.**

John R. Holstrom has been named food products sales manager for **Western Condensing Company,** Division of Foremost Dairies. Mr. Holstrom, who joined the company in 1951, will have responsibility for sales of Western's complete line of milk products to the food industry. He moves from the west coast sales office to the general office in Appleton, Wisconsin to fill this new position.

Enhance Your Package with Embossed

SWEETONE Padsit

Padsit is a medium priced pad of good bulk and real beauty. It's a Sweetone padding of long standing; top favorite with many of our customers.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine
Waxed Papers
Wavee Parchment
Embossed Papers
Chocolate Dividers
Boat & Tray Rolls
Layer Boards
Die Cut Liners
Candy Box Paddings

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.

SWEETONE PAPER PRODUCTS

Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans, Los Angeles and Portland, Oregon.

The word for
Candy Packaging is...

Glassine

Rhinelander Glassine paper keeps candy fresh . . . in appearance and taste. Provides versatile protection in candy packaging. Glassine is economical, prints well and performs smoothly on automatic packaging equipment.

Rhinelander Glassine is available in a wide variety of glossy sales appealing colors . . . embossed, opaque and translucent grades. Write for samples.

RHINELANDER
PAPER COMPANY • RHINELANDER, WIS.
Division of St. Regis Paper Company

PREFERRED
IDEAL
because...
...faster
...more efficient
...greater production
write for detailed brochure

500 caramels cut and wrapped in a minute
investigate today
Established 1906
IDEAL WRAPPING MACHINE COMPANY
MIDDLETOWN, NEW YORK, U. S. A.

Mr. Hans Dresel, director of sales development for the candy industry for **Felton Chemical Company,** now has been given additional responsibility for this function throughout the United States. In addition, Mr. Dresel has been placed in charge of all Felton advertising to the candy industry.

The J. M. Lehman Company is representing **Henri Le Cerf & Cie. m.b.h.** for that company's automatic mold washing and drying machine. This machine takes any size or shape of metal mold, washes it twice, rinses once, and drys it. Molds are fed into the machine at up to 200 per hour, and travel through continuously.

The Chocolate Spraying Company has announced that it is now making its chocolate decorators in 10" and 12" models. The firm has been making the larger sized machines of this type for twenty-five years.

Richard D. Watson has been named sales manager of **J. W. Greer Company** with responsibility for all sales, domestic and international, of Greer's food processing machinery. Since 1956 Mr. Watson has been manager of process equipment division sales and has worked extensively in that position with the dairy and frozen food industries. Formerly with Westinghouse Electric Corporation, Watson originally came to Greer in 1952 as a sales engineer.

Western Condensing Company has announced the appointment of **Edward A. Alesch** as technical service manager. Mr. Alesch has been with Western since 1947 in product development, technical and sales capacities.

Hayssen Manufacturing Company has appointed five executives in an expansion move. Named assistant to the president is **James C. Johnston,** former general manager of Hayssen domestic and international operations. **Robert C. James,** former president of Griswold Engineering Ltd., Canada, is now vice president in charge of all Hayssen operations. The new general sales manager for Hayssen domestic and international sales is **Frank E. Pringle, Jr,** former general sales manager of the Howe Scale Company, Vermont. Plant manager of Hayssen's Sheboygan plant is **Robert F. Black,** former manager of manufacturing services for Emhart Manufacturing Co., and export manager is now **H. L. Gibbs, Jr.,** former Hayssen sales engineer.

Corn Industries Research Foundation authorized the continuation of existing research studies and set up several new investigations on corn and its components in a program for 1961 amounting to more than a quarter of a million dollars. The basic research program, which is in its twenty-seventh year, consists of grants-in-aid to eighteen universities and other institutions.

General Foods Corporation has announced that **Robert A. Stringer,** operations manager of the Jell-O division's Franklin Baker unit in Hoboken, New Jersey, will become the division's operations manager with headquarters in White Plains. This new post adds the Swans Down operation in Evansville, Indiana and the Walter Baker unit in Dorchester, Massachusetts to his area of responsibility. Mr. Stringer is succeeded at Franklin Baker by **Richard Laster,** former manufacturing and engineering manager.

American Molasses Company has acquired all the outstanding capital stock of **Food Products Corporation,** Kansas City producer of stabilizers, emulsifiers, dry milk products and specialty items for the food industry. The acquisition, made through a stock exchange, is a continuation of American Molasses' policy of expansion and development of their specialty business.

Dr. John T. Goodwin, Jr., technical director of **Corn Industries Research Foundation, Inc.,** has been awarded a fellowship in the New York Academy of Sciences. The honor is in recognition of Dr. Goodwin's accomplishments in his present post and, previously, with the Midwest Research Institute where he was engaged in research in silicones.

Robert G. Breckwoldt has joined **Felton Chemical Company** as a flavor chemist. Mr. Breckwoldt was formerly in the research and development department of Canada Dry Corporation.

Roy J. Allen, Jr. has expanded his brokerage firm in North Hollywood, California to include a food division which will be headed by **Ronald M. Uzelac.** The division will deal exclusively with grocery and supermarket type items in the food and confectionery field. R. J. Allen, Jr. Company now handles Kern's Foods, Switzer Licorice, and Peanut Specialty Co. among other accounts.

Rap-In-Wax Company has named **David P. de Roode** regional sales manager for the southeast. Mr. de Roode was formerly with Dobeckman Company. At the company's plant in South Hackensack, New Jersey, **W. R. Sibbach** has been promoted to technical superintendent and in the midwest area **Donald R. Bercaw** has been appointed a salesman for the company.

CANDY PACKAGING AND MARKETING

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THE MANUFACTURING CONFECTIONER PUBLISHING CO.

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OAK PARK, ILLINOIS

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FEBRUARY Vol. 21, No. 1 **1961**

Murnane Paper Company has announced plans for construction of a new and larger plant on six acres of ground in the Northwestern Industrial Park, Northlake, a Chicago suburb. The move to the new plant will be completed by late summer.

A. E. Staley Manufacturing Company has named **Roy E. Shay** to the newly-created position of assistant plant superintendent and **Harold F. Smith** will succeed him as the company's labor relations supervisor.

New Broker Appointments

The following broker appointments were taken from the new listings which appear in the Directory of Candy Brokers section of The CANDY BUYERS' DIRECTORY for 1961. This new Directory includes the address, phone number, territory and lines of about 500 brokers. Copies of The CANDY BUYERS' DIRECTORY for 1961 may be ordered for five dollars each from the publishing office, 418 N. Austin Blvd., Oak Park, Illinois.

Atkinson Candy Co., Lufkin, Texas
Ed Barnett Co., Birmingham, Ala.

Bayou Candy Co., New Orleans, La.
F. Ted Polk, Jr., Wilkes-Barre, Pa.

L. M. Becker & Co., Brillion, Wisc.
James A. Wear Assoc., Ballinger, Texas

Katherine Beecher Candies, Manchester, Pa.
United Brokerage Co., Los Angeles, Calif.

Breaker Confections, Chicago, Ill.
The J. G. Berthold Co., Huntington, W. Va.

Charms Co., Asbury Park, N. J.
Cook-Boynton Co., Los Angeles, Calif.
A. J. Elggren & Sons, Salt Lake City, Utah

Elmer Candy Co., New Orleans, La.
Clements & Creasey, Uniontown, Ky.

F & F Laboratories, Chicago, Ill.
Habs, Inc., Los Angeles, Calif.

Falcon Nut & Candy Co., Philadelphia, Pa.
Edward E. Clark, Cleveland, Ohio

Fox-Cross Candy Co., Everett, Mass.
R. A. Williams, Osseo, Minn.

Glade Candy Co., Salt Lake City, Utah
G & Z Brokerage Co., Albuquerque, N. M.

Goelitz Confectionery Co., No. Chicago, Ill.
S. B. Farrar Co., Dallas, Texas

Kimbell Candy Co., Chicago, Ill.
George W. Bradley, Riverton, N. J.

King Kup Candies, Inc., Hershey, Pa.
A. T. Alexion, Portland, Oregon

Leaf Brands, Inc., Chicago, Ill.
The J. G. Berthold Co., Huntington, W. Va.

Levon Products, Brooklyn, New York
Keller Sales Co., Centralia, Ill.

McAfee Candy Co., Macon, Ga.
Clements & Creasey, Uniontown, Ky.

Phoenix Candy Co., Brooklyn, N. Y.
Mathews Food Brokerage, Detroit, Mich.

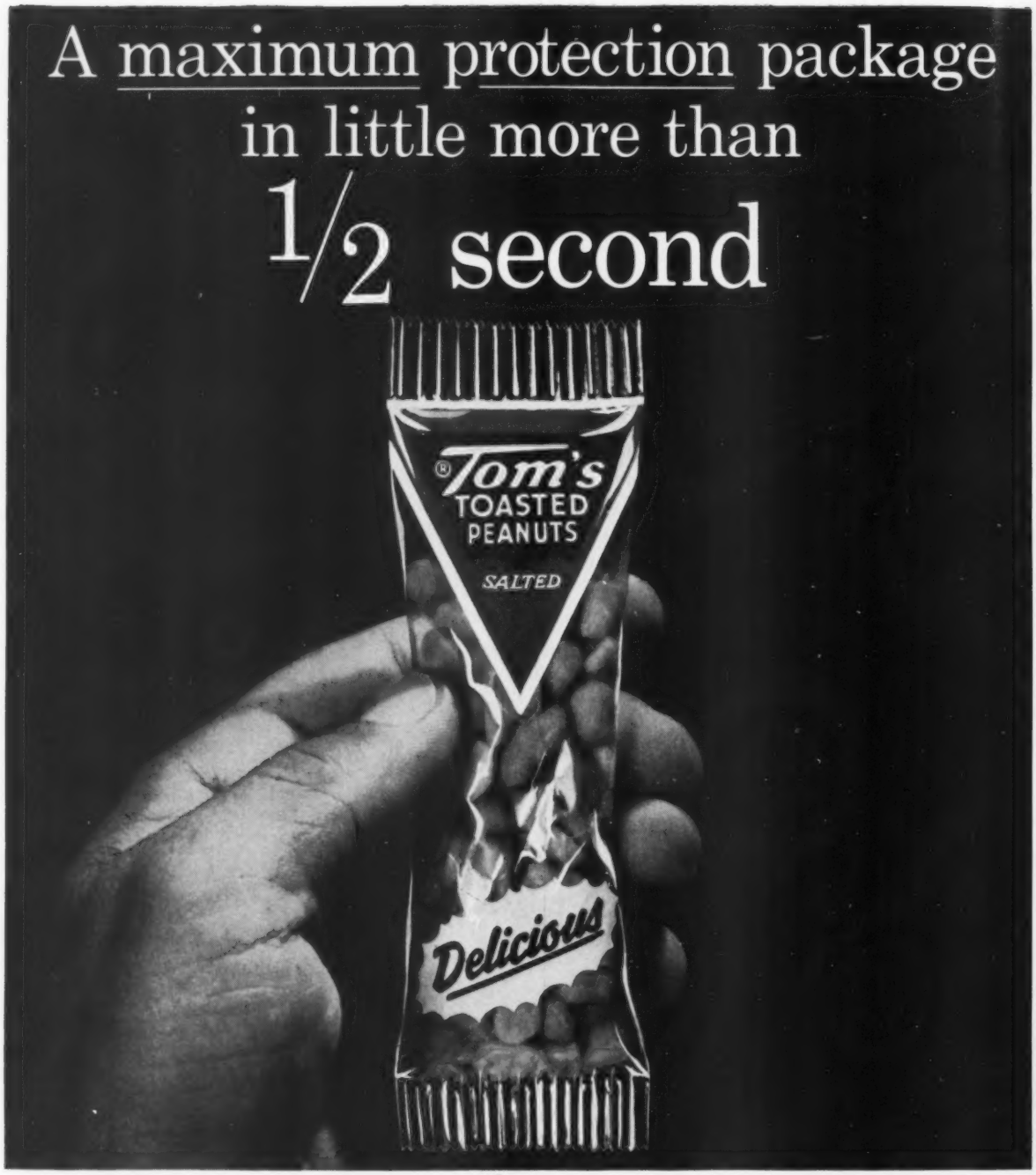
Smiley Candy Co., Easton, Pa.
Tom Birmingham Co., Sioux City, Iowa

Spangler Candy Co., Bryan Ohio
Lang-Senders & Co., Portland, Ore.

Sylvan Sweets Co., Easton, Pa.
A. T. Alexion, Portland, Ore.

Terry Candy Co., Elizabeth, N. J.
R. F. Davey, Co., Pittsburgh, Pa.

A maximum protection package in little more than 1/2 second



...WITH AVISCO® RS CELLOPHANE

Yes, over 100 duplex bags of Tom's Toasted Peanuts fly off each packaging machine every minute at Tom Huston Peanut Company, thanks to Avisco RS cellophane. (Little wonder. RS is the only polymer-coated film that performs at such high speeds.) But that's not all! Since switching to RS, sales have increased 25%—and shelf life has doubled. For RS has pure transparency and sparkle. It prints beautifully. And it provides superior protection against moisture, salt and oils. If you want such packaging benefits, contact us for an appointment with our representative or a selected cellophane converter.

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AMERICAN VISCOSE CORPORATION, FILM DIVISION, 1617 PENNSYLVANIA BLVD., PHILADELPHIA 3, PENNA.
SALES OFFICES ALSO LOCATED IN ATLANTA, BOSTON, CHICAGO, DALLAS, LOS ANGELES AND NEW YORK.

MANUFACTURERS OF QUALITY COCOA POWDER, CHOCOLATE LIQUORS AND CHOCOLATE COATINGS

Helpful Books for Candy Plant Executives

Confectionery Analysis and Composition
by Stroud Jordan and Katheryn E. Langwill

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. It concerns itself with applicable data that covers composition of basic raw materials as well as that of the finished confections in which they have been employed.
116 pp. – $6.00

Confectionery Problems
(Confectionery Studies, Number 1)
by Stroud Jordan

Stroud Jordan's reputation as an important candy technologist is based on this his first book. Published in 1930 it is still, in many areas, the final word on technology in the industry. Jordan's sense of responsibility to record his discoveries and knowledge for the benefit of the industry caused him to produce more writings on the technical and scientific aspects of candymaking than any other person in the field. The recognition given him in the form of the establishment of the Stroud Jordan Medal by the American Association of Candy Technologists rests on this sense of responsibility.
347 pp. – $6.00

A Textbook on Candy Making
by Alfred E. Leighton

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.
175 pp. – $6.00

Choice Confections
by Walter Richmond

This book, now in its second printing, is written primarily for the manufacturing retailer. It contains 365 formulas given in two batch sizes, one for hand work and one for machine work. All of these formulas have been production tested and have proven to be of great help to manufacturing retailers in varying old items and developing new ones. The book also contains a glossary of candy terms and chemical terms, a complete chapter on chocolate coating methods and a chapter on ingredients and their uses. It is an important and useful book for all manufacturing retailers.
544 pp. – $10.00

Your Future Factory
by V. P. Victor, M.E., P.E.

A twenty page booklet contains the essentials of modern factory planning. It includes plant layout, process design, materials handling, building and structure, production line and financial planning. This is a reprint of the five part article which appeared in The Manufacturing Confectioner in 1958. Mr. Victor is well qualified to advise on factory layout since he has had considerable experience in such planning together with experience in design of candy machinery and process development. He is a consulting engineer with headquarters in New York City.
20 pp. – $2.00

Profits Through Cost Control
by Frank Buese and Eric Weissenburger

This material deals with the problems of cost control in candy plants including planning for profit. The emphasis is on planning operations so that a profit will be made, and in early detection of those factors which will adversely affect profit.
36 pp. – $2.00

How to Salvage Scrap Candy
by Wesley H. Childs

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.
28 pp. – $2.00

☐ Confectionery Analysis and Composition—$6.00
☐ Confectionery Problems—$6.00
☐ A Textbook on Candy Making—$6.00
☐ Choice Confections—$10.00
☐ Your Future Factory—$2.00
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☐ How to Salvage Scrap Candy—$2.00

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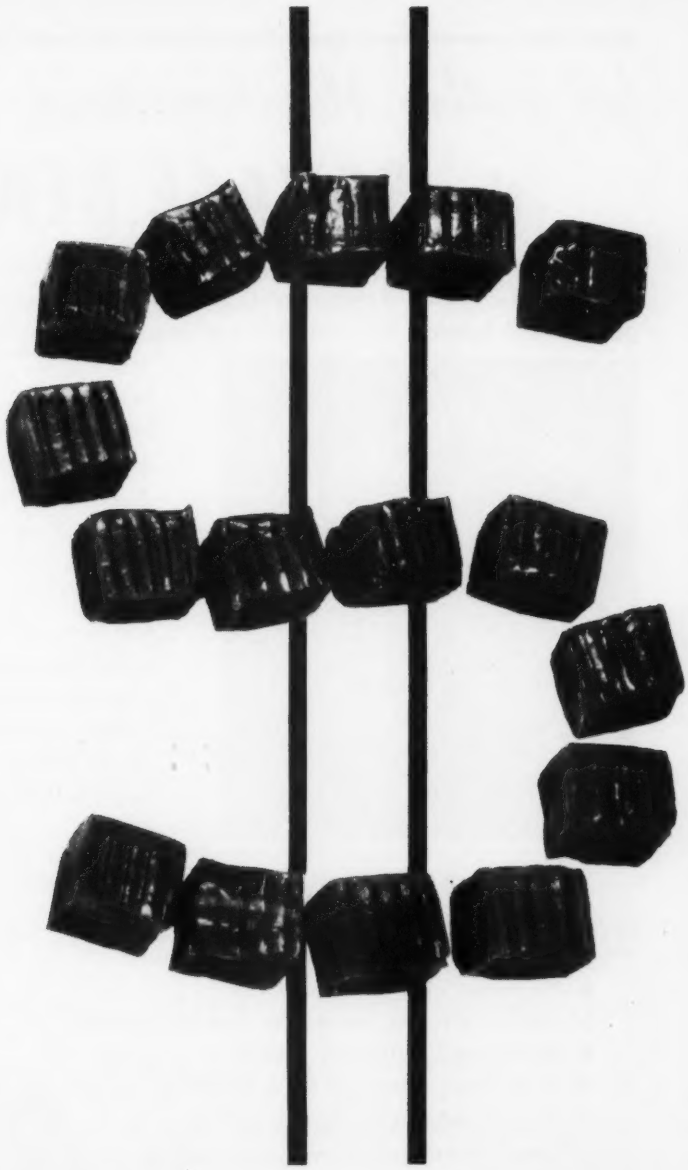
City ..... Zone ..... State .....



MAKE CHEWY CANDIES SELL MORE

And the way to make them sell more is to make them better with Corn Products hydrogenated coconut oil or hard butter. They'll give unparalleled chewing and eating qualities to caramels, kisses, taffy, nougats and other confections. They're proven favorites of leading candy makers: KILBISK (hydrogenated coconut oil; 92°, 97°, 110°); S-70-XX Hard Butter (pure white, neutral taste, cannot separate, uniform, sharper melting point than ordinary hard butters). Both are available in various melting points. Fast, dependable delivery and technical assistance if you wish.

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO

CORN PRODUCTS SALES COMPANY
REFINED OILS

for Better Marshmallows

the SAVAGE BEATER

. . . . **IS YOUR ANSWER. The Savage latest improved sanitary marshmallow beater is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary.** This beater is considered standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.

THE FIRST COST IS THE LAST COST

- **Unexcelled for volume and lightness**
- **Stainless construction—100% sanitary**
- **No corners for contamination**
- **Outside stuffing boxes—no leakage possible**
- **Maximum beating for volume**
- **Faster heat discharge from batch**
- **Creates volume suction of cold air**
- **Larger water jacket for quick cooling**
- **6″ outlet valve for quick emptying**
- **Less power needed with roller bearings**
- **Large two piece air vent—sanitary**
- **Direct motor drive**
- **Sizes available: 150 lb. or 80 gal. capacity**
  200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacket, galvanized cast iron heads, paddles and breaker bars.

Since 1855

SAVAGE BROS. CO.

2638 Gladys Ave. **Chicago 12, Ill.**

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Manufacturers Sales Agents
1500 Active Distributors
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Terr.: Kentucky, Tennessee and Indiana

FELIX D. BRIGHT & SON
Candy Specialties
P. O. Box 177—Phone
CYpress 8-5715
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee

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Since 1925
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P. O. Box 227, ALBUQUERQUE N. Mex.
Personal service to 183 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

LIBERMAN SALES COMPANY
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Branch Office: 445 East Second South Salt Lake City 11, Utah
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646 Folsom Street
SAN FRANCISCO 7, CALIF.
Established 1906
Terr.: Eleven Western States
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RALPH W. UNGER
923 East 3rd St.
Phone: MA 8-4495
LOS ANGELES 13, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., West Texas & Nevada

SBA loans;

equity money for small businesses

When most persons think of government agencies, they picture complex bureaucratic organizations functioning behind closed doors with mystifying titles. The (SBA) Small Business Administration, however, was established for the sole purpose of aiding the 'smaller' business firms with a minimum of time consuming red tape.

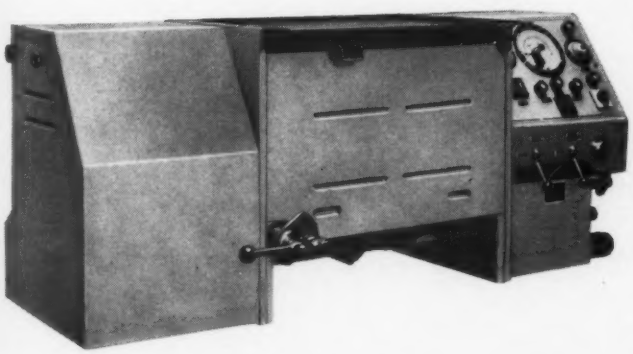
By SBA definition, a small business is one that is independently owned and operated and does not dominate its field. In service trades, concerns are considered small if their yearly sales or receipts are $1 million or less, and do not employ on the average more than 250 persons.

In the SBA business loan program, the agency's financial specialists counsel with small business concerns on their financial problems, and if borrowing is necessary, help them obtain funds from private lending sources. If a small business concern cannot obtain private funds on reasonable terms, the SBA will consider making a loan to it, provided it meets necessary credit and other requirements.

SBA loans are made for the following purposes:

NEW SOLLICH Circulation Tempering Machine

For Any Coating Machine . . . feeds constant supply of freshly tempered chocolate at a constant viscosity



OFFERS THESE NEW AND IMPORTANT ADVANTAGES:

- Controls and improves quality. Assures uniformity, even in thin coatings . . . improved gloss . . . longer shelf life.
- Requires no supervision. Automatically controls the entire system, including quantity of chocolate and temperature of both chocolate and water.
- Increases output. Permits lower chocolate temperature and shorter cooling time. Also eliminates the breakdowns and wastage caused by less exact temperature control.
- Specifically designed to be coupled to coating machines already in use.

Successful installations prove these production advantages and economies of the Sollich Circulation Tempering Machine. *For details on how it can be applied in your operations, write or call today.*

JABEZ BURNS AND SONS, INC.
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NEW YORK CHICAGO
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600 WEST 43rd STREET • NEW YORK 36, N. Y.

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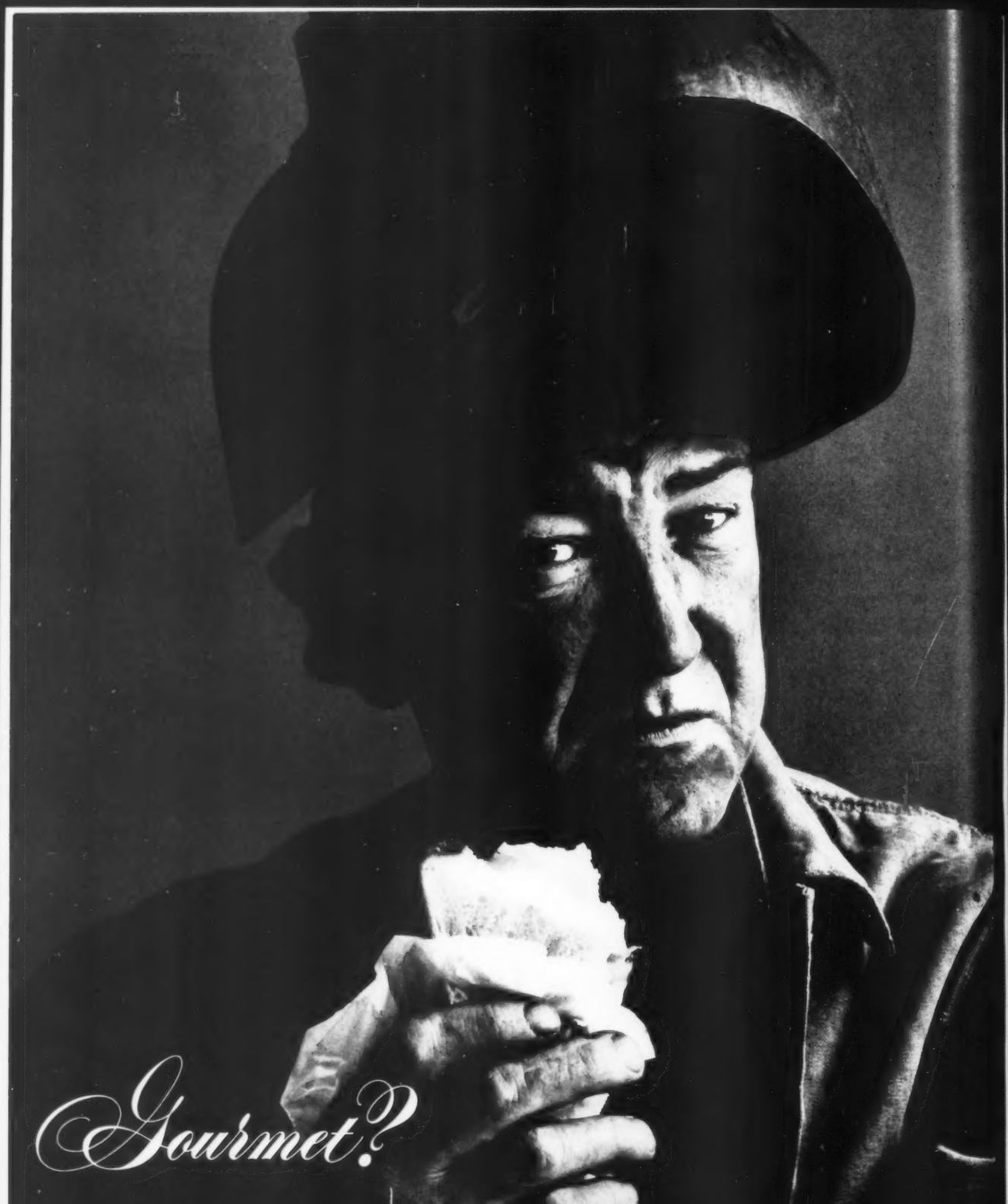

No, But He Knows What He Likes! Maybe his tastes run more to pot roast than to pâté de foie gras, but he and millions like him kno instinctively when a flavor is "right". It takes a lot of experimenting to find the right flavor for a certain product. It takes a good workin relationship between manufacturer and flavor supplier. It takes proper testing. And experience. In Felton's case, you can count on ove thirty-eight years of experience with flavors. The man from Felton has one aim: to find the flavor that best suits your product, the flav that best sells your product and keeps them asking for "seconds". Felton Chemical Company, Inc., 599 Johnson Ave., Brooklyn 37, N.

Felton

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Amount

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- *Business construction, conversion, or expansion.*
- *Purchase of equipment, facilities, machinery, supplies or materials.*
- *Working capital.*

Types of loans

There are basically two types of SBA loans—"participation" and "direct."

In a participation loan, the agency joins with a bank or other private lending institution in a loan to a small business concern.

In a direct loan, there is no participation by a private lender—the loan is made entirely and directly by the SBA to the borrower.

By law, the agency may not make a direct loan if a bank or other private lending institution will join with it in a loan to the borrower. When the SBA engages in a participation loan, it may be on "immediate" or "deferred" basis; that is, the SBA may purchase immediately from a bank or other private lender (or sell to a private lender) a certain percentage of a loan, or it may agree that at any time during a stated period, on request by a private lending institution, it will purchase a fixed percentage of the outstanding balance of a loan.

Under the Small Business Act, as amended, the agency may not enter into a loan on an immediate participation basis, if it can arrange to do so on a deferred basis.

Amount of loan

The amount which may be borrowed from the SBA depends upon how much is needed, with a maximum to any one borrower of $350,000. This maximum applies to the Agency's share of a participation loan and to a direct SBA loan. On a percentage basis, the maximum SBA participation in a loan is 90 percent.

There are two exceptions to this limitation, in loans made to small retail, service and other concerns.

1. The Limited Loan Participation Plan—where the maximum SBA share of a loan is $15,000 or 75% of the total amount, whichever is less.

2. Pool Loans—where groups of business concerns form a corporation to:

- *obtain raw materials, equipment, inventory or supplies.*
- *obtain the benefits of research and development.*
- *establish facilities for such purposes.*

The maximum SBA 'pool' loan is $250,000 multiplied by the number of small firms which have formed and capitalized the corporation.

Repayment terms

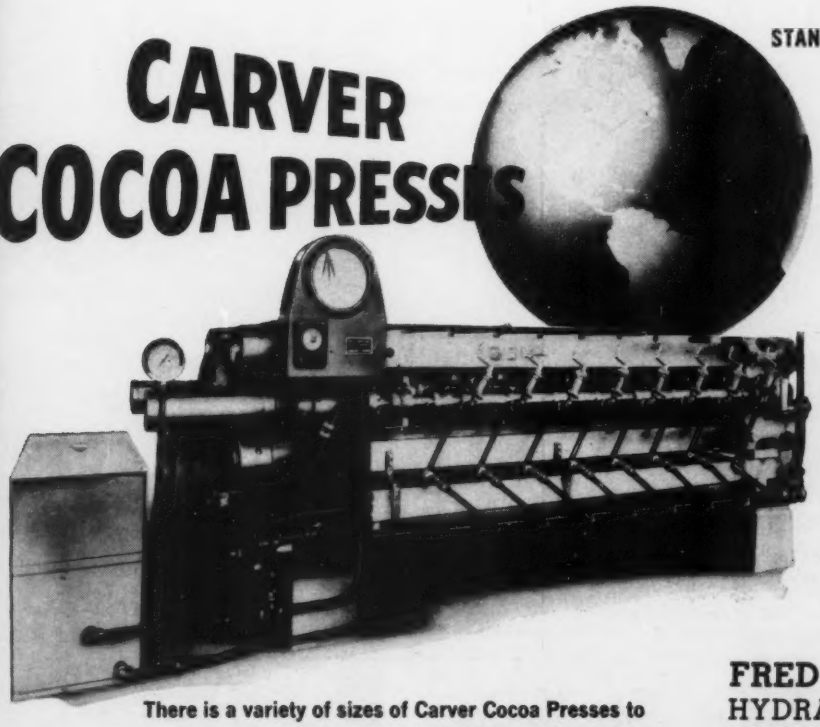
SBA business loans are usually repayable in regular monthly installments, including interest on the unpaid balance with a maximum maturity of 10 years, except for pool loans made for the construction of facilities for a group of small business concerns, where the maturity may go up to 20 years.

The proposed collateral for a loan, together with the integrity and ability of the management and the firm's past and prospective earnings, must make it reasonably certain the loan will be repaid.

The interest rate on SBA's direct business loan, and

STANDARD THROUGHOUT THE WORLD

CARVER COCOA PRESSES



Every major advancement in the design of Cocoa Presses has a CARVER patent behind it.

DESIGNED with Experience
CONSTRUCTED with Precision
SERVICED World-Wide

There is a variety of sizes of Carver Cocoa Presses to meet every requirement. We solicit your inquiries.

FRED S. CARVER INC.
HYDRAULIC EQUIPMENT
RIVER & CHATHAM RDS., SUMMIT, N. J.

In Europe: HERMANN BAUERMEISTER GMBH
HAMBURG-ALTONA, GERMANY

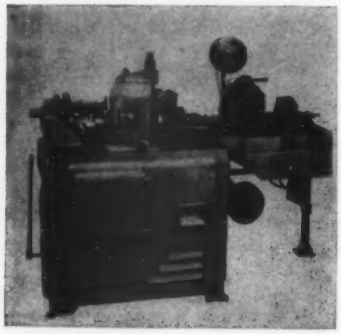
There's profit in pops when you use the Latini

Conservatively, 100 boxes per hour* of 120 count

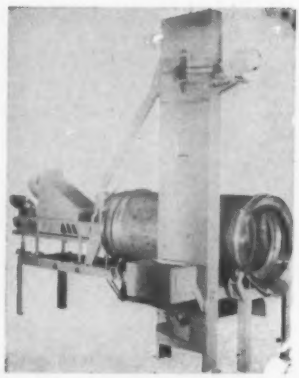
A second Latini unit can be operated by the same person

*based on a 50-minute hour

Latini Die Pop Machine with Wrapping Attachment

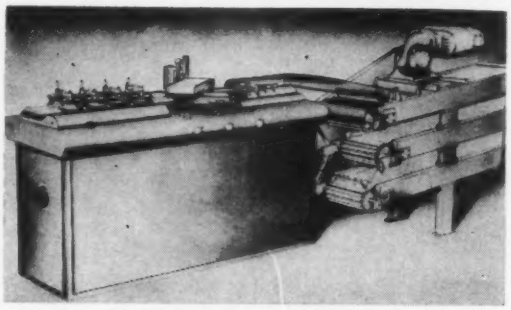


225 Pops formed and wrapped per minute
No handling between forming and wrapping.
Eliminates breakage and labor.



Latini Sugar Sander Guaranteed To Properly Sand The Output of any Starch Machine

Non-corrosive metals wherever sugar and steam meet.



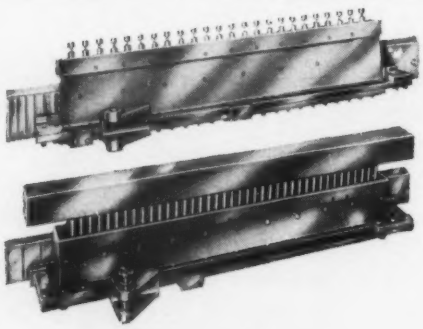
STICK-MASTER

(Patent Pending)

Integrated Sizer & Twister with electronic speed control.
Flexible — Diameters for ¼" to 1½"; length from 4" to 16".
Productive — up to 1500 inches per minute.
Sanitary — Stainless steel finish — Candy always in sight.

BERKS HARD CANDY MIXER

- Handles sugar direct from Cooker
- Uniformly incorporates color, flavor and acid
- Mixes at rate up to 1000 #/hr.
- Up to 10% scrap may be included



Mill River Pump Bars

Faster, better, and more accurate due to precision workmanship. Water-sealed—Sanitary—
No Grooves—No Washers.
Available in all sizes.
Single, double, triple and quadruple row for all depositors.
Also available—Special Chocolate Pump Bars—Sanitary Stainless Steel Hoppers.

Representative: *John Sheffman, Inc.*

152 West 42 Street **New York 36, N.Y.**

the maximum interest rate on its share of a participation loan is 5½%. Private lending institutions may charge more for their share of the loan, provided the rate is legal and reasonable. SBA loans guaranteed by the Veterans Administration bear an interest rate of 4¾%. Interest on the agency's pool loans is 5%.

Disaster loans

The SBA makes two types of disaster loans:

In flood, storm and other major disaster areas to help repair or rebuild homes, businesses and nonprofit institutions, and to help replace lost furnishings or business machinery, equipment and inventory.

In drought and excessive rainfall disaster areas to help small business concerns suffering substantial economic injury to overcome this injury and continue in business until the disaster conditions end.

In the Small Business Act, as amended, Congress stated its intention that "a fair proportion of the total purchases and contracts for property and services for the Government be placed with small-business enterprises," and that a "fair proportion of the total sales of Government property be made to such enterprises."

The SBA field offices serve as a meeting point for Government prime contractors and other business concerns in need of subcontractors and small firms which have the required facilities.

The SBA helps small businesses to undertake research and development work, including work for the Government, and to obtain the benefits of research and development.

Certain Government purchases are "set aside" under a program worked out with the SBA, and bids are restricted to small business concerns. Small firms that want to sell to the Government should obtain a listing on all appropriate bidder lists in order to gain the opportunity to bid on purchases set aside for small business.

Advice and literature

The SBA conducts an extensive program of educational and technical assistance to small business concerns. Specialists are available for consultation and counsel regarding problems that the small business concern faces. Publications are regularly offered on numerous subjects of interest to the small business man.

The general subject headings are:

- *Management Aids for Small Manufacturers.*
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A complete list of available publications may be obtained by writing the Superintendent of Documents, Government Printing Office, Washington 25, D. C. or contacting the nearest regional office of the Small Business Administration, Department of Commerce.

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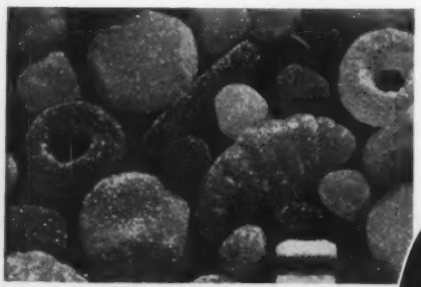

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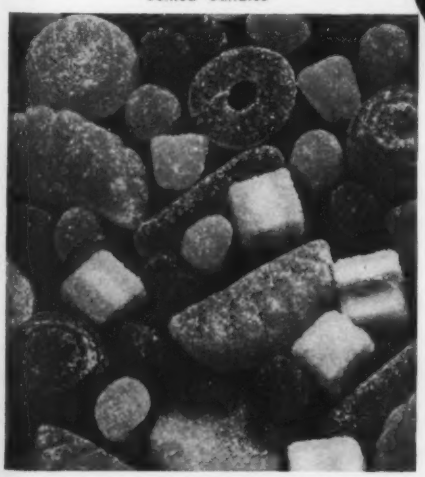

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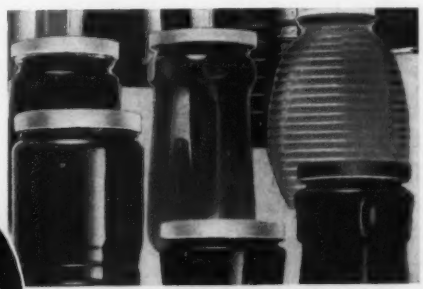

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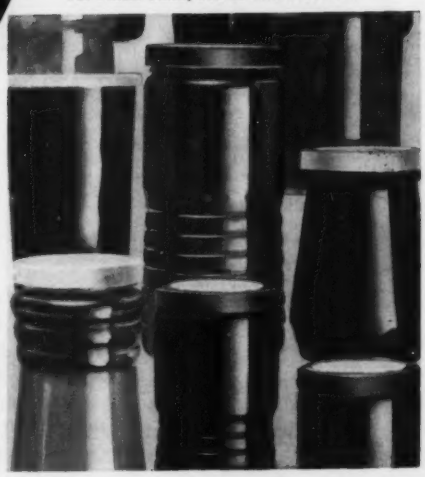

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The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Chewy Candies; Caramels; Brittles

Code 2B1
Molasses Peanut Butter Chews
1¢ each

(Purchased in a chain variety store, Chicago, Ill.)

Sold in Bulk:
Chews: Chews are wrapped in wax paper, overall MST cellulose wrapper.
Colors: Good
Texture: Good
Taste: Good
Remarks: The best 1¢ chews of this kind we have examined this year.

Code 2G1
Candy Stick
2 ozs.—10¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Stick: Good
Wrapper: Printed cellulose
Stick:
Size: Good
Stripes: Good
Texture: Good
Taste: Good
Remarks: A good eating candy stick.

Code 2C1
Chocolate Candy on a Stick
1¢

(Purchased in a chain variety store, Chicago, Ill.)

Sold in Bulk:
Appearance: Good for a 1¢ piece.
Wrapper: Wax paper wrapper printed in brown and red. Imprint of baseball player in colors.
Taffy:
Color: Good
Texture: Good for this type of candy.
Taste: Good
Remarks: The best 1¢ piece of this type we have examined this year.

Code 2D1
English Caramels
14 ozs.—95¢

(Purchased in a department store, Chicago, Ill.)

Container: Folding carton, upright oblong shape, cellulose window. Box in the shape of a guard house, printed in yellow, red, black and white.
Caramels: Caramels are made in the shape of toffee, printed cellulose wrappers with gold foil bands.
Color: Good
Texture: Good
Taste: Good
Remarks: A good eating caramel. Attractive wrappers and container.

Code 2E1
Molasses Taffy
8 ozs.—80¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good
Container: Oblong shaped box, one layer type. Buff colored paper top printed in red, black and blue. Imprint of china closet and lady in colors.
Taffy: 23 pieces, each wrapped in wax paper.
Color: Good
Texture: Good
Molasses Flavor: Weak
Remarks: Taffy is very highly priced. Suggest more molasses be used, also salt, to improve the flavor. Suggest box be wrapped in cellulose to avoid dust and finger marks.

Code 2F1
Chocolate Coated Chews
8 ozs.—29¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good
Container: Folding box, oblong shape, printed in yellow and brown. Imprint of chews in colors. Cellulose wrapper.
Chews:
Coating: Good
Center:
Color: Good
Texture: Good
Peanuts: Good
Taste: Good
Remarks: The best chocolate coated chews of this kind we have examined this year.

Candy Clinic Schedule For the Year

JANUARY—Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—Assorted Chocolates up to $1.15
APRIL—$1.20 and up Chocolates; Chocolate Bars
MAY—Easter Candies; Cordial Cherries
JUNE—Marshmallows; Fudge
AUGUST—Summer Candies
SEPTEMBER—Uncoated & Summer Coated Bars
OCTOBER—Salted Nuts; Gums & Jellies
NOVEMBER—Panned Goods; 1¢ and 2¢ Pieces
DECEMBER—Best Packages and Items of Each Type Considered During the Year.

Code 2K1
Mint Chews
¼ lb.—10¢

(Purchased in a chain variety store, Chicago, Ill.)

Sold in Bulk:
Chews: Chews are wrapped in wax paper printed in green.
Color: Good
Texture: Good
Flavor: Poor
Remarks: Suggest flavor be checked as we do not think the flavor is up to standard. There was also a slight grease taste.

Code 2J1
Peanut Brittle
9 ozs.—39¢

(Purchased in a fancy food shop, Chicago, Ill.)

Sold in Bulk:
Brittle:
Color: Good
Texture: Good
Peanuts: Good
Taste: Good
Remarks: Slightly high priced at 9 ozs. for 39¢. We have examined many peanut brittle samples much cheaper and quality was as good as this brittle.

Code 2H1
Peanut Nut Roll
4 ozs.—25¢

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of Roll: Good
Wrapper: MST cellulose wrapper; oblong shape.
Roll:
Pecans: Good
Caramel: Good
Center, Nougat: Good
Remarks: The best pecan roll we have examined this year at this price.

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VEGETABLE KETTLE WAX

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Code 2A1
Nut Roll
5 ozs.—39¢

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of Roll: Good
Wrapper: MST cellulose wrapper, long oblong shape. Inside wrapper of brown paper printed in red.
Nut Roll: Cut brazils outside, caramel jacket.
Brazils: Good
Caramel Jacket: Good
Center, Nougat: Good
Remarks: A good eating nut roll but highly priced at 5 ozs. for 39¢.

Code 2N1
Assorted Caramels
8 ozs.—30¢

(Purchased in a chain variety store, Chicago, Ill.)

Sold in Bulk:
Caramels:
Colors: Good
Texture: Good
Taste: Good
Remarks: A good eating caramel at this price.

Code 2P1
Peanut Brittle
9 ozs.—45¢

(Purchased in a Dutch Mill shop, Chicago, Ill.)

Appearance of Package: Good
Container: Brown folding box, oblong shape. Gold foil wrapper printed in red, brown, yellow, white and gray. Imprint of brittle in colors.
Brittle: Brittle is packed in a sealed MST cellulose bag.
Color: Good
Texture: Good
Peanuts: Good
Taste: Good
Remarks: The best peanut brittle we have examined in some time, but a trifle high priced at 9 ozs. for 45¢.

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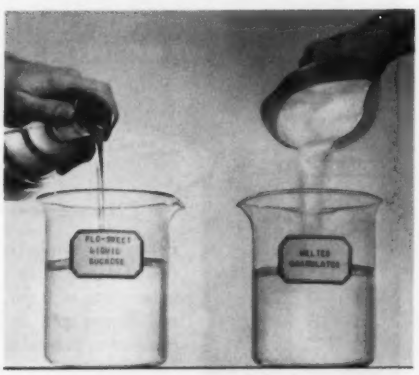
Flavor . . . body . . . texture—these are just some of the things that spell quality in today's confectionery.

In candy kitchens, quality-conscious managers use Flo-Sweet for precise quality control, coupled with important savings in costs. They have found the Flo-Sweet liquid sugar system ideal for streamlining production and simplifying housekeeping. They have increased production with new techniques that cut kettle time by as much as one-third, especially important during peak seasonal demands. They have selected, from the large Flo-Sweet family of fine sweeteners, those best suited to their own specific needs. They have realized important savings—a typical candy plant using 100,000 bags of sugar a year can save $64,475 annually with Flo-Sweet.

You can easily verify Flo-Sweet's higher quality yourself, through the simple test shown at the right. Just dissolve some of your favorite granulated . . . concentrate it to 67° Brix . . . and compare its color with that of Flo-Sweet liquid sucrose.

Your Flo-Sweet engineer will be glad to help you explore ways to use Flo-Sweet liquid sugars in cutting costs while boosting quality. Why not consult him soon?



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Recent Patents

2,965,520
PROCESS FOR PREPARING LOW D.E. SIRUP
Edward C. Snyder, Hinsdale, and Earl R. Kooi, La Grange, Ill., assignors to Corn Products Company a corporation of Delaware
No Drawing. Filed Dec. 24, 1956, Ser. No. 630,020
2 Claims. (Cl. 127–38)

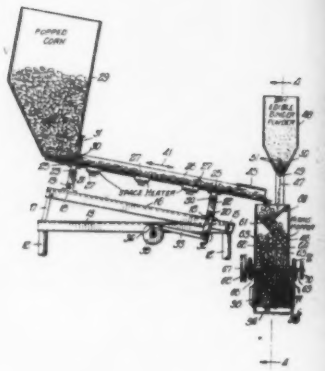
1. A process for preparing a low D.E. sirup stable to haze formation and with decreased viscosity which comprises acid converting starch to a D.E. value between 18 and 35, neutralizing and filtering the hydrolyzate and thereafter treating the hydrolyzate with an enzyme preparation consisting of alpha-amylase for one hour to break down high molecular weight bodies without increasing the D.E. value more than about 29 percent and concentrating the liquor to a sirup.

2,965,490
FLAVOR PRODUCT AND PROCESS
Irving I. Rusoff, Park Ridge, N. J., assignor to General Foods Corporation, White Plains, N. Y., a corporation of Delaware
No Drawing. Filed Apr. 2, 1959, Ser. No. 803,574
13 Claims. (Cl. 99–23)

1. A process for producing a chocolate base flavor factor comprising partially hydrolyzing unfermented green cacao protein and hydrolyzing the cacao carbohydrate to produce a mixture of simple sugars, reacting the partially hydrolyzed cacao protein with said cacao sugars, said reaction being carried out by the application of heat to a mixture of the reagents at a temperature and for a time sufficient to produce said base flavor factor in a substantially anhydrous condition at least at the end of the reaction.

2,958,602
CONTINUOUS METHOD OF MAKING POPPED CORN BALLS
Dale Thomas Gilmore, Springdale, Ark., assignor, by mesne assignments, to Sonneman Products, Incorporated, Fayetteville, Ark., a corporation of Arkansas
Filed Aug. 13, 1956, Ser. No. 603,615
3 Claims. (Cl. 99–80)

1. A process of making popped corn balls which comprises, cooking major amounts of corn syrup and granulated sugar and minor amounts of shortening and flavoring to thoroughly blend the same, cooling the resulting blended mass to solidify the same, pulverizing the solidified mass to form a syrup base edible binder in finely divided dry



powder form, simultaneously feeding a stream of dry popped corn kernels and a stream of said powdered binder into a mixing chamber heated to a temperature whereat said dry binder is rendered sufficiently tacky to cause the kernels of popped corn to adhere when subjected to pressure but insufficient to cause them to adhere to the walls of said chamber to any substantial extent, uniformly mixing said kernels of popped corn and said dry powdered binder in said heated mixing chamber, removing said heated admixture from said heated mixing chamber at a rate sufficient to equal the feeding rate thereinto, and promptly subjecting separate quantities of said removed heated admixture to pressure to form the same into popped corn balls.

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the manufacturing retailer

How to make your store an eye-stopper

By Raymond Lane
Lane-Bender, Inc.

A dramatic figure appeared in the latest Statistical Abstract of the U. S., issued by the Dept. of Commerce: The total number of candy stores in the U.S.A. in 1954 was 20,507. In 1958—only 4 years later, the number *dropped down* to 17,593. A death knell for 3,000 stores! One seventh of the whole industry! At the same time other types of retail trade establishments have increased, the totals of all stores climbing up from 1,621,650 to 1,788,325. Similarly, while the total of all retail sales was rising, candy sales plummeted 40 million dollars: from $567,955,000 in '54 to $527,752,000 in '58.

What's wrong with the retail outlets? Is the decline inevitable? A fresh look at the situation is vital. In our discussion of the best ways to strengthen the position of the manufacturing retailer, inevitably one of the first questions that come up is the problem of the best utilization of the store.

From numerous inquiries the author has received in conjunction with this series, let's take a typical question:

"Ours is a small organization, composed of a manufacturing plant and six stores. We are paying high rents for some very busy locations, and yet we feel that not enough people notice us to stop on an impulse. How can we increase our store appeal?"

Good design sells

In the same way as a package on a supermarket shelf must be designed well enough to stop the customer in a fraction of a second and say "Buy me", a successful retail store must be able to stop the passer-by, invite him to come in and buy. If your store suffers from the sameness of appearance, similarity to the surrounding stores, it will be overlooked, it will not generate enough excitement, and even if the buyer steps in, it will not persuade him to come back again. This is why many store owners work in

This is the second article in the Manufacturing Retailer's series, devoted to problems of Increasing Sales Through Better Design. Mr. Lane provides here answers to a vital question: How to make the best use of retail outlets. Watch for new ideas on interior display arrangement! on a new approach to the Central Theme! on Imaginative Selling! The first article (describing the new ways to improve the Quality Image for the Retailer) is available in reprint form from Mr. Lane, in care of this magazine, 418 No. Austin Boulevard, Oak Park, Ill.

Raymond Lane has had many years of experience in the package design field and is a member of the Package Designers Council. He is president of Lane-Bender, Inc., which has designed award-winning packages for several candy manufacturers. Lane-Bender are members of the Associated Retail Confectioners and Mr. Lane was a principal speaker at the Mid-Winter meeting in Miami Beach this past February.

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Available in 3-, 4-, or 5-lb. cuts with 28.8%, 34.9% and 39.9% dry solids respectively, or special formulae. Shipped in double-coated, lined, 55-gallon net, steel drums or 5-gallon pails equipped with flexible plastic spout. For samples and further information, write

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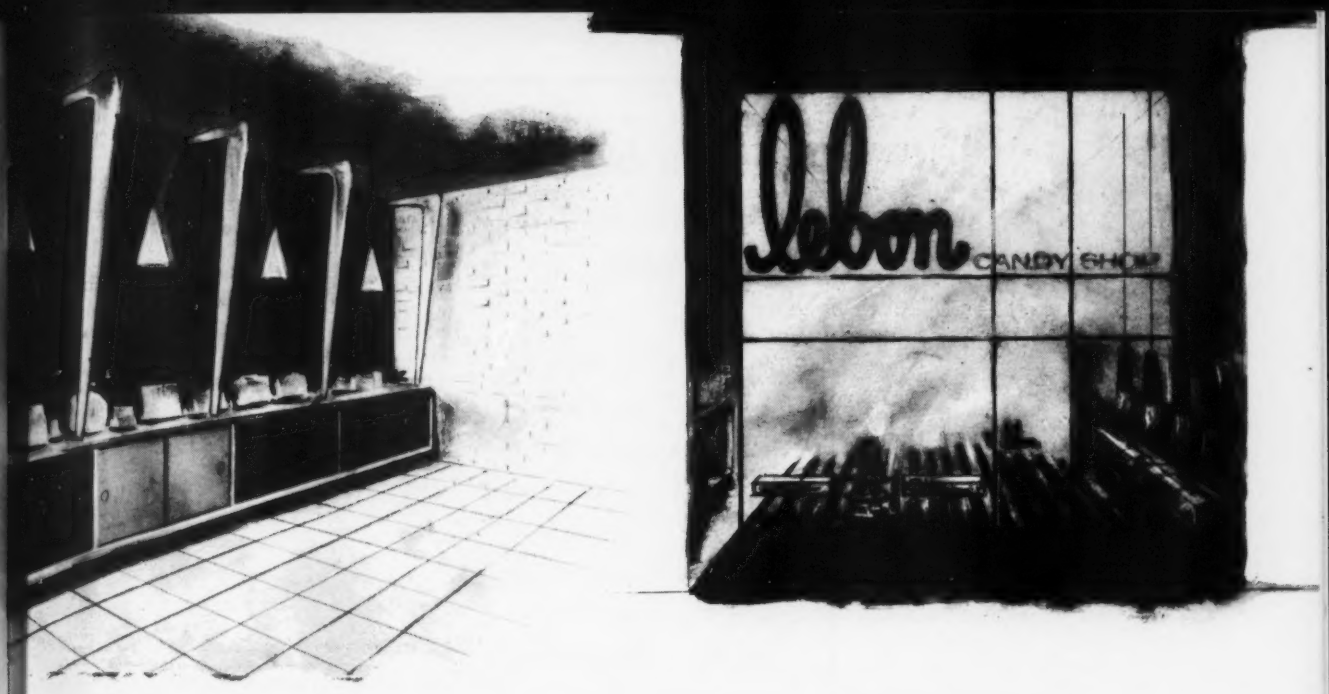

Designs by May Bender of Lane-Bender, Inc.

An imaginative treatment of this side-wall area makes use of well-designed lighting for a back bar and storage area. Bright green, blue, red and yellow door panels provide a "country" feeling. At the right a colorful recessed entrance shouts "candy" and draws in customers painlessly.

a team with industrial designers who apply the same force of their creative thinking to the problem of store design, as they would to produce a best-selling package design. Good design is worth its weight in gold. A lack of design can turn away streams of dollars and turn a healthy business into a moribund one.

Evaluate location first

Before you embark on any changes in your design, first make sure that your location can serve you well. How often parking restrictions, busy vehicular traffic, and population shifts make a mockery of your A-One location! If your city does not have a "downtown rehabilitation program", if no plans are forthcoming for future parking area improvement, if your former customers now patronize suburban shopping plazas, you may do well to take a fresh look at moving to a good highway location. The success of many roadside enterprises suggests that it isn't always the Main Street that's paved with gold.

Evaluate your interior

Once you have made up your mind, whether to stay or move, the next step is to take a good look at your present store, or blueprints of your future store. The function of the store is to sell! It should be planned from the inside, starting at the point of sale, where merchant and customer meet. With the advice of a good designer, interior, sales space, service areas and equipment should be planned and organized first. Construction, traffic, materials, lighting and color, must all figure in an effective sales effort.

The aura of quality

As a manufacturing retailer, you must always keep in mind that to survive in the competitive battle, YOU MUST SELL QUALITY.

The aura of quality must precede the moment when the customer actually opens the box of candy and tastes its flavor. Everything, every step in the selling operation, every inch of space surrounding the product must breathe the air of quality appeal. How can you create this desirable atmosphere?

A positive spirit

In our next article we will deal with the technique, materials and mechanics of store planning. At this stage we want to alert retailers to the necessity of observing certain vital principles.

The store appeal depends on a number of material factors: cheerful lighting; properly selected fixturization; uncluttered, spacious selling areas, and originality of appearance. But even more, the appeal depends on the spirit pervading the store. If you approach your business in the spirit of defeatism, if you haven't caught up yet with the industry's desire to break out of the doldrums, if your mind constantly worries about negative factors: the calories problem, the bad teeth problem etc., how can you give a positive selling atmosphere to your store? Learn what other industries have been doing in the face of criticism, e.g. the cigarette industry; and when you become convinced that you are in the pleasure business, your new spirit will impart itself to your store. Then no longer will you tolerate anything like ye olde great-grand aunt's candy shoppe, with its musty odor of 80 years ago, with murky lights, dark panelling, forbidding high counters, hiding both the merchandise and the grumpy salesperson. Then you will be ready to utilize your store.

A novel approach: Creating pleasure situations

Candy is essentially a romantic item. To be sold

A USEFUL GUIDE TO BETTER-FLAVORED CONFECTIONS...

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THESE HEADINGS identify certain "special" groups of flavors which have been perfected in our laboratories over the years to provide economical flavoring concentrates of a type best suited to each class of confection. All of these are featured in our present catalog, complete with listings of the various flavors available in each group and with recommended proportions suggested for every application. Its additional 4-page, easy-to-refer-to tabulation of flavor applications and proportions makes this a gold mine of useful information and a sure guide to the selection of those flavors best suited to your particular confection. A copy of this catalog may be obtained by addressing your request to the Flavor Division at our New York Office. Why not write for this TODAY?

•

FRUIT FLAVORS WITH OTHER NATURAL FLAVORS

NEW FRUIT FLAVORS WITH OTHER NATURAL FLAVORS

FRITZBRO AROMES* IMITATION

EKOMO* IMITATION FLAVORS

MODERN FRUITESSENCES IMITATION

FRITZBRO* HARD CANDY FLAVORS IMITATION

GENUINE FRUIT EXTRACTS CONCENTRATED

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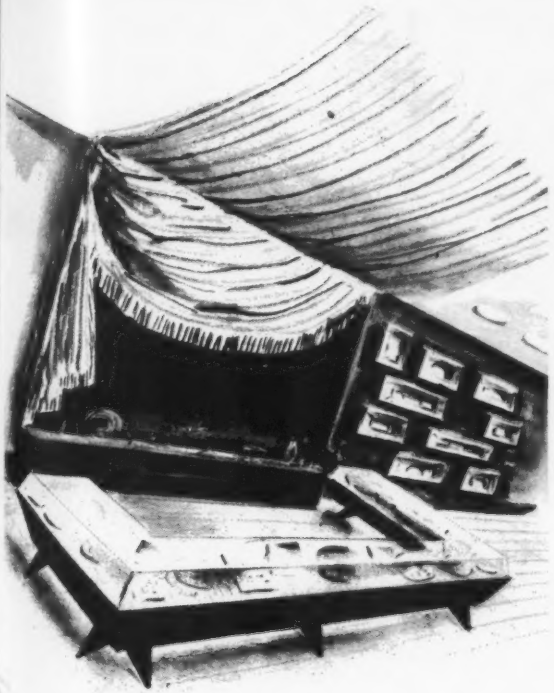

Designs by May Bender of Lane-Bender, Inc.

Monochromatic (blue) color scheme for a low level specialty counter was used for this department store candy department.

well, it should be sold with imagination. This is why we advocate creating special areas for suggestive selling, to create moods, to create in-store pleasure situations. Let me explain what this means: special table settings, for example, should be set up which would present candy in appropriate situations, to suit various seasons. There may be a table for casual living, of patio-type character, emphasizing the contemporary mode, or a highly sophisticated formal setting, or say, birthday party setting. An imaginative use of these settings will provide an opportunity for some high-class browsing, and suggest many a sale. While these settings provide a focus of interest, we must not forget the need for bringing all other elements: lighting, color, wall decoration etc. to a concert pitch of enhancing the store.

Theme needed

These interesting innovations can go a long way to perk up your sales, but for a truly major success, even more thorough planning is required. One of the outstanding ways is to create a theme for the whole organization, for every aspect of the selling effort, both inside and outside the store. The theme can be centered around an object such as a golden nut, or a Dutch windmill or pink candy dish. This approach has been successfully practiced for years by many manufacturing retailers. The problem is how to give the most effective expression to the theme.

The obvious answer is that the theme should be incorporated in a unified fashion in the total design for your organization. It should be a part of your logotype, appear on your stationery, give identity to

YOU'LL GO OVER BIG WITH CUSTOMERS IF YOU SPECIFY WILBUR CHOCOLATE

Wilbur Chocolate Co., Lititz, Pa.

WHEN IT COMES TO QUALITY, PEOPLE MEAN MORE THAN MACHINES

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A sales producing flavor of really outstanding quality.
Simply delicious in Soft Centers.
Also suggested for Marshmallows,
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your packages, decorate the store from inside, and beckon from outside.

The exterior appeal: Store fronts

The store front could be likened to a three-dimensional poster, expressing a brief message and the character of the store. A pedestrian passes a store in 7 seconds. A car passes in 3 seconds. To be an effective advertising poster, the message, which is in your signage plus the visual appearance of the store, must get across to the customer immediately. The displays, background lighting, atmosphere of your show windows, and interior views, if visible, are a stage setting for the merchandise. With many people hurrying by, it will take all of a store planner's efforts to equal the average stopping power of most show windows –10% of all sidewalk traffic. In our next article we will discuss in detail the merits of different types of entrance fronts, signs and displays, but regardless of the location of the store, be it a midblock store, a corner store, a free standing store, a full block or highway store, the same principle applies: The transition from outside to the inside should be made easy and painless. Open fronts have proven more successful than closed fronts, simply because they have minimized the barrier between outside and inside.

Each store presents its own problems, each demands individual solutions. But in the light of the principles contained in this article, it will be easier for you to understand your own needs and to evaluate your stores. Look for the next article of this series: "The Technique, Materials and Mechanics of Candy Store Planning."

People who use pecans for profit...

Because: they're high oil content pecans—bright, full-meated and firm, with the delicate flavor of freshly shelled pecans.

Because: every pound of Fleischmann's is a pound of quality pecans, the pick of the pecan meats, rigidly graded to specification.

Because: they're backed with the kind of service which has earned Standard Brands a prestige reputation in the food field.

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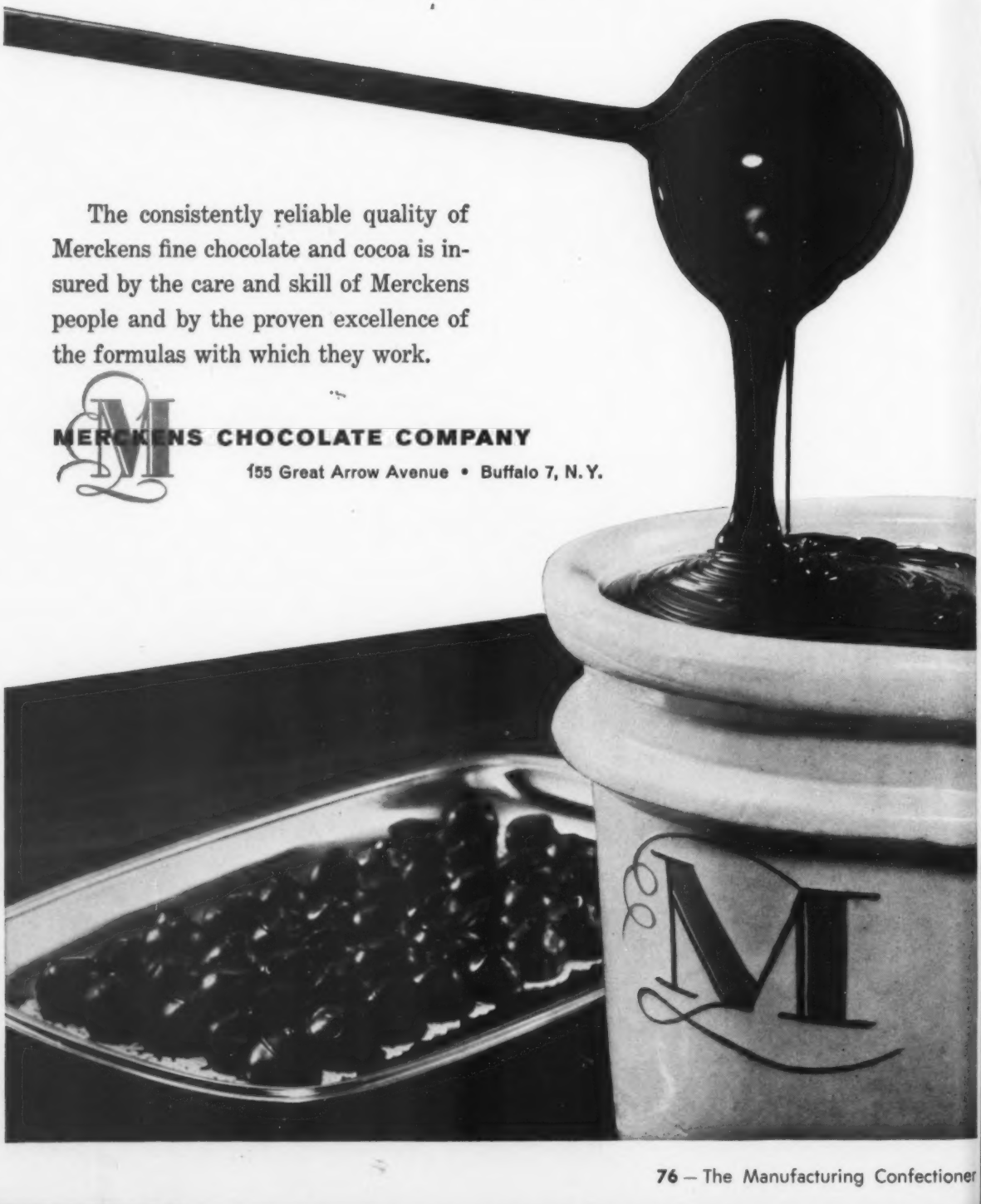

The consistently reliable quality of Merckens fine chocolate and cocoa is insured by the care and skill of Merckens people and by the proven excellence of the formulas with which they work.

MERCKENS CHOCOLATE COMPANY

155 Great Arrow Avenue • Buffalo 7, N. Y.

Cocoanut royals

By William Mangels
Mangels, Chester, New Jersey

Formula:
10 lbs. corn syrup
10 lbs. molasses (medium dark)
12 lbs. shredded cocoanut

Procedure:

Cocoanut must be freshened before adding it to the candy. I mix the 12 pounds of cocoanut with 20 ounces of cold water. The freshening will take about a half hour, with light mixing every ten minutes.

I cook the corn syrup and molasses to 242°, then add the freshened cocoanut, mix in and spread on a slab about one half inch thick. The candy must be cooled thoroughly, which takes about three hours, before cutting.

We cut ¾ inch squares and dip them in milk or vanilla dark chocolate and sell them in bulk for $1.50 a pound. We also cut 2¼ x 1¼ inch bars weighing one and a half ounces, coat with chocolate and sell over the counter, two for a quarter, cellophane wrapped.

We have been very pleased with the repeat and mail-order business on this item.

Ultra Modern CANDY MACHINERY

Secured From Recent Liquidations

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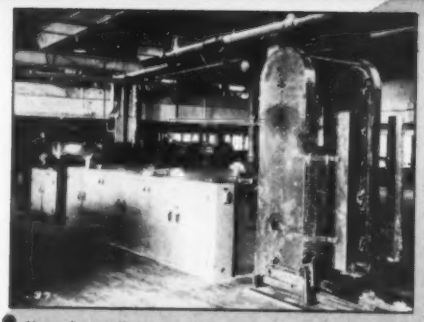

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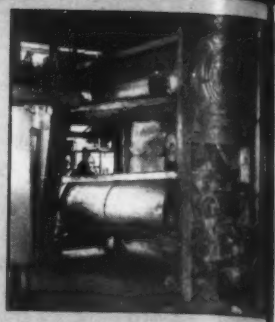

Huhn Double Starch Dryer and Co with all interconnecting conveyors operate with Mogul automatically.

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- **EVERY SIZE**
- **FOR EVERY NEED**

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We have hundreds of high speed wrapping machines in stock to wrap single candies, all sizes of bars and to overwrap all sizes of packages.

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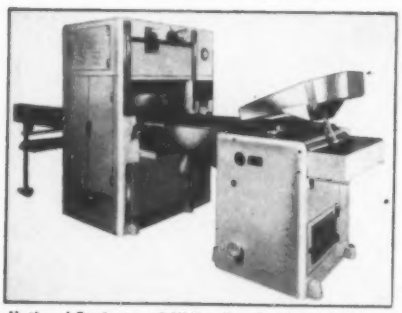

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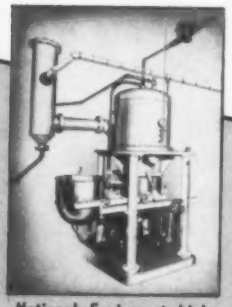

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Simplex Late Model High Dome Steam Jacketed two-way Copper, Tilting, Cream Vacuum Cooker emptying into Ball 5 ft. Cream Beater.

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Werner 24" automatic ball machine, Rose whirl machine, Simplex gas fire cooker, Ideal wrappers model A. Box 2612, **The MANUFACTURING CONFECTIONER.**

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ADVERTISER'S INDEX

Allied Chemical Corp.
National Aniline Div. ..... Jan. '61
American Viscose Corp. 54
Atlas Powder Company 10

Blumenthal Bros. Chocolate Co. 55
W. J. Bradford Paper Co. 47
Brazil Nut Advertising Fund ..... Jan. '61
Buhler Brothers 4
Burns, Jabez & Sons, Inc. 59
Burrell Belting ..... Jan. '61

California Almond Growers Exchange 16
Fred S. Carver, Inc. 61
Cincinnati Aluminum Mould Co. ..... Jan. '61
Clinton Corn Processing 14
Confection Machine Sales 43
Corn Products Sales Co. 57
H. S. Crocker Co., Inc. 46

Dairyland Food Laboratories Inc. ..... Jan. '61
Dalris Co., Inc. 68
Dodge & Olcott, Inc. 22
E. I. du Pont de Nemours & Co. 38, 44, 45, 49
Durkee Famous Foods 5

Euromac 12

Felton Chemical Co. 60
Florasynth Laboratories, Inc. 80
Foote & Jenks 75
Fritzsche Brothers, Inc. 72

J. Alan Goddard ..... Jan. '61
J. W. Greer Company 2

Otto Haensel Machine Co. ..... Jan. '61
Hansella Machine Corp. 21
Hayssen Mfg. Co. ..... Jan. '61
Hubinger Company ..... Back Cover
Hudson Sharp Machine 50

Ideal Wrapping Machine Company 52
International Foodcraft Company 66

Kohnstamm, H. Company, Inc. 24

Lassiter Corp. 17
Lehmann, J. M. Co., Inc. 36
Lenderink & Co. N.V. 11

Merckens Chocolate Co. Inc. 76
Mikrovaerk, A/S 23
Minute Maid Corp. 3

National Equipment Corp. 8
National Packaging Corp. ..... Jan. '61
Nestle Company, Inc., The 13

Package Machinery Co. 48
Emil Pick 68

Refined Syrups & Sugars 67
Rhinelander Paper Co. 52
F. Ritter & Company 68

Savage Bros. Co. 58
Senneff Herr Co. ..... Jan. '61
Sheffman, John, Inc. 62
Shulton Fine Chemicals ..... Jan. '61
Speas Company 63
A. E. Staley Mfg. Co. 20
Standard Brands, Inc. 75
Chas. Stehling ..... Jan. '61
Sterwin Chemicals 6
Stokes & Smith Div. FMC Corp. 40
Sunkist Growers 18
Supermatic Packaging Corp. 42
George H. Sweetnam, Inc. 51
Swift and Company 81

Union Confectionery Machinery Co. Inc. 78

Verona-Pharma Chem. Corp. 74

Warner-Jenkinson Mfg. Co. ..... Jan. '61
David Weisz Co. 64
Milton J. Wershow Co. 64
Western Condensing Co. ..... Jan. '61
J. O. Whitten Co., Inc. 15
Wilbur Chocolate Co. 73

Wm. Zinsser & Co. 70

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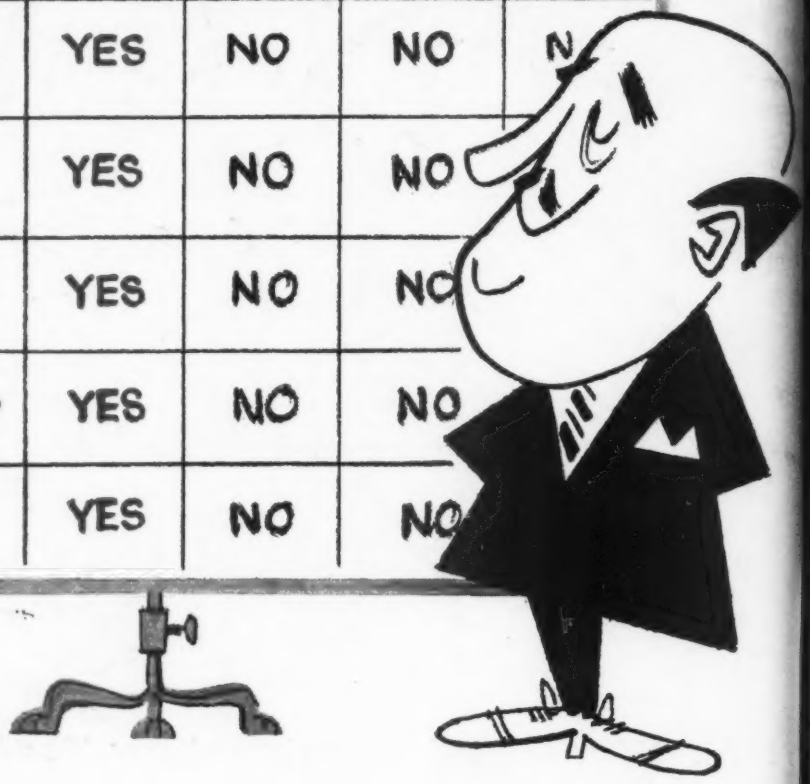

The Hubinger candy man is self-critical

For a few moments each week, he calls a halt to his busy whirl and takes stock of himself. Up goes the comparison sheet. Out come the daily reports, the gold-embossed leather-bound diary and the many letters of commendation, as he commences his impartial self-evaluation.

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THIN BOILING STARCHES
MOLDING STARCHES
Prompt Truck and Rail Delivery

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